

<b>Job Family:</b>	<b>Delivery – Front Line – Professional knowledge</b>	<b>Grade:</b>	<b>7</b>
<b>Job Title:</b>	Communications and Engagement Officer	<b>Directorate:</b>	CEX
<b>Date:</b>	January 2021	<b>Version:</b>	<b>1:1</b>
<b>Role Profile - Details Specific to Job Family</b>			
<p>These roles would be regarded as “front line” service delivery roles. Here, role holders are directly accountable for performance, often through the direct control of significant resources or through managed contracts. These roles may also deliver some of their results through collaborative working with co-producers or other third party agencies.</p> <p>At the lower levels, operational managers may oversee a department or team and at the lowest levels, direct contact with service users will be a common feature of roles in this job family. At the higher levels, they may be in charge of a department, large operational area or the management of significant contracts and may be ultimately accountable for ensuring compliance with statutory obligations.</p>			
<b>Role Profile - Details Specific to Grade</b>			
<p>Working within established frameworks and procedures but with the freedom to apply professional judgement to solve problems. Roles will be a mix of supervisors and individual contributors.</p> <p>Work will be reviewed on an ongoing basis for fit with requirements. Roles requiring a level of process expertise to deliver an advisory or supervisory service.</p>			
<b>Brief Description of job role and department</b>			
<p>Based in the Council’s newly formed Customers, Transformation and Strategy division sits the Communications and Engagement team, who are responsible for ensuring the Council speaks with one voice, seeks out and listens to all opinions and concerns of local people, delivers on its commitments and responds honestly. The team is made up of the following key areas:</p> <ul style="list-style-type: none"> <li>• Strategic direction &amp; external positioning</li> <li>• Marketing and design</li> <li>• Internal communications</li> <li>• Consultation, engagement and participation</li> <li>• Press &amp; media relations</li> <li>• Leadership Office</li> <li>• Public affairs</li> <li>• Social media management</li> </ul>			

The Communications and Engagement Officer will work across all of the above areas advising on and delivering a variety of projects using audience insight, behavioural science and digital innovation to affect real change.

*The Communications and Engagement team also provides the communications service to Sutton Housing Partnership (the Council's ALMO). As a result the Communications and Engagement Officer may need to work across both organisations.*

#### **Representative accountabilities**

- Deliver service activities and manage small caseloads under the supervision of more experienced staff to ensure intended outcomes for the Council are delivered within agreed service standards.
- Where relevant manage a small team of staff to ensure they are delivering services within agreed standards.

#### **Budgetary accountabilities**

- Regularly reviewing relevant budgetary information for expenditure areas. Provide such data to relevant budget holders and providers.
- Other budgetary responsibilities as directed by the Head of Service, Team Managers.

#### **Specific accountabilities**

- Draft and distribute key messages and campaigns via a variety of different media.
- Deliver various communications and engagement campaigns and initiatives including events, e-newsletters, brochures and publications.
- Assist with the development, delivery and evaluation of engagement projects to support the council's corporate plan.
- Assist in the management of, and compliance with, the council's brand guidelines, providing marketing and branding advice and support to services.
- Assist with developing and researching campaign strategies and lead on the implementation of campaign delivery across a wide variety of audiences (both internal and external as required)
- Support in planning, delivering and evaluating effective communications and engagement campaigns and projects that raise awareness, change perceptions or change behaviour.

- Support a variety of formal and informal consultation and engagement activities to enable businesses, partners, residents and stakeholders to have a say on issues that affect them.
- Evaluate communications and engagement activity to understand impact and the outcomes they achieved.
- Use behavioural science and other citizen insight methodologies on campaigns and projects (as appropriate) and work in partnership to deliver campaigns and projects
- Support and deliver in all areas of project delivery and management including budgeting, reporting and scheduling.
- Support in the specification and contract management of commissioned services and projects (design, research, engagement etc)
- Work in partnership with the Customers, Transformation and Strategy division, clients and stakeholders to develop and deliver campaigns and projects to a high standard.

**Person specification (knowledge, skills, experience and behaviours required in the role)**

**Education and/or Experience**

- Experience of working within a complex, political environment with practical understanding and experience of the challenges facing the public sector.
- Experience of working on projects to meet quality, time and cost deadlines.
- Experience of developing, implementing and evaluating communications and engagement campaigns and projects as appropriate.
- Understanding and use of a range of qualitative and quantitative research methods.
- Experience in building relationships with managers and working collaboratively.

**Skills and Abilities**

- Ability to work proactively and to organise a personal workload to meet competing demands and tight deadlines.
- Good interpersonal skills with the ability to develop and maintain positive relationships and influence a wide range of people.
- Demonstrable understanding of communications and engagement campaign and project delivery and management.
- Ability to analyse qualitative and quantitative information, presenting it in such a way that it is clear and easily understood.
- A high level of ICT literacy

To be aware of and perform the duties of the role in accordance with all Council policies and procedures including:

- [Health and Safety](#);
- [Risk Management](#);
- [Finance](#) (including code of conduct, fraud and compliance);
- [Equalities and Diversity](#)
- The Council's [Core Behaviours](#);
- [Information Security](#) and the [Data Protection Act](#)
- The Council's Core Values and other Borough and Group policies and procedures;
- Undertake duties consistent with responsibilities of the post as required by the designated line manager/supervisor.