

**Senior Communications Manager**

**Role Profile**           Band M

**Service/Team** Corporate Communications

**Reports to**  Head of Corporate Communications

**Responsible for** Internal Communications, Digital Communications, Business Partners, Senior Communications Officers, Media Manager and Communications Officers

**My job improves the quality of life for the people of Bournemouth, Christchurch and Poole by…** Leading a team and providing strategic corporate communications advice and activity to elected members, senior officials and external stakeholders to help BCP Council deliver its services and achieve its ambitions for residents, visitors and businesses. Part of the Corporate Communications Senior Management Team, this role shapes the delivery of creative and effective communications activity and operates strategically within the corporate environment.

**Job Overview**

By effectively leading a team of Communications Managers, this role will inform, translate and deliver strategic communications across the breadth of BCP Council services, programmes and projects.

As part of the Corporate Communications senior management team, it will provide strategic direction to communications and marketing activity across services and projects. It will partner and support internal clients to ensure that the council’s reputation is protected and key business objectives supported, through excellent communications activity.

Providing advice to directors, elected members and senior officers on issues management, reputation management, and campaign proposals, sourcing full-service professional support from within the communications team and externally as appropriate.

**Key Responsibilities**

* Lead a team of Communications Managers to deliver expert advice and provide communications solutions in support of BCP Council’s ambitious objectives.
* Advise and support Communications Managers to develop and implement communications and marketing strategies and plans for directorates, to include creative and innovative communications activity in line with the council’s corporate objectives.
* Set clear objectives and priorities, empower and motivate the team by recognising and sharing success and proactively manage poor performance to achieve the best possible organisational performance.
* Work with services to set, measure and achieve agreed communications outcomes and proactively develop and deliver comprehensive and co-ordinated annual communications strategies and plans to support the Council’s objectives.
* Oversee the successful running of the council’s press office, internal communications, business partner and campaign functions – liaising and working with third parties, partners and stakeholders.
* Advise Communications Managers on creative and impactful campaign delivery strategies, liaising with colleagues in marketing and policy.
* Take a leading, proactive role in managing high-risk issues and high-reward opportunities – making evidence-based decisions and working with others across the team to manage these effectively via full-service communications and marketing support.
* Ensure all team activity is audience focused, data-driven and linked to strategic priorities and outcomes, with commercial acumen applied in terms of measuring results and return on investment.
* Lead strategic plans, manage and use allocated budget and resource and make professional recommendations to the Director on campaign development and reputation management.
* Support joined-up work across all areas of the directorate, including policy, equality and diversity, sustainability, consultation and commercial marketing.
* Advise and support colleagues, partners, stakeholders in pre, during and post communications activity/schemes working collaboratively with other colleagues as required from across the organisation and partnerships.
* Support services with their delivery plans and business planning approach by identifying reputational risk and high reward opportunities, generating measurable communications solutions and maximising collaborative opportunities whilst delivering value for money, understanding outputs, outcomes and efficiency through a communications approach.
* Must prioritise discharging the council’s warning and informing duties, instigating and leading the team’s incident response requirements
* Keep abreast of professional and public sector developments which have implications for service delivery and present threats or opportunities
* Set the standards for excellent service provision across all areas of responsibility within the role, reporting success and sharing feedback with stakeholders.
* Instil a ‘test and learn’ culture, using data and analysis to encourage and learn from new ideas.
* Contribute to the delivery of the medium-term financial plan, ensuring support for income streams, service efficiencies and cost savings through proactive identification of risks and opportunities and thorough forward-planning.
* Lead on the development processes, quality standards, and workstreams as necessary to ensure the effective delivery of communications to the organisation.
* Ensure that communications contribute effectively to the decision-making ability of the Council.
* Provide regular advice and guidance to senior elected members and senior officers on strategic and tactical communication issues.
* Understanding of relevant legislation, financial regulations and best-practice guidelines.
* Deputise for the Head of Corporate Communications

 **Specific Qualifications and Experience**

* Relevant degree (or equivalent experience)
* Advanced relevant professional qualification (or equivalent experience)
* Experience of working at a strategic level in complex and demanding roles
* Experience of effective people management
* Experience of effective change and stakeholder management principles
* Strong track record of strategic communications including preparing proposals, creative brief development, management and delivery
* Strong track record of successfully managing and advising on contentious issues with the potential to damage the organisation’s reputation
* Experience of client relationship and internal account management

**Personal Qualities & Attributes**

* Strong customer focus with associated interpersonal skills
* Ability to work to tight deadlines and respond to a changing pattern of demand and priorities
* Able to influence at the highest level, establishing credibility easily with key stakeholders
* Ability to work on own initiative but also to collaborate as part of a broader team
* Politically astute
* Commercial acumen and ability to identify income generation opportunities for the team

**Job Requirements**

* Must hold a valid UK driving licence and have access to either their own car or a pool car in order to undertake the duties of the role, unless other forms of transport are available and viable to perform the role.