Job description

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| **Department:**  Greater Cambridge Shared Planning  | **Location:**  South Cambridgeshire Hall, Cambourne – Cambridge City |
| **Job title:**  Communications & Engagement Lead | **Post number:** 1164 |
| **Grade:**  Grade 6 (Indicative Grade) | **SCP range:** 30-35 |
| **Responsible to:**  Operations Manager | **Responsible for:**  Engagement and Consultation Administrator |

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| **Health Considerations/Risk/Surveillance Required**• Flexible working including some evenings and weekends• Off site visits to partner organisations and/or locations for events • VDU habitual user• Lifting/handling• Occasional exposure to challenging behaviour from customers |

# Description of duties and responsibilities Key result areas / overview

To lead on communications and engagement for the Greater Cambridge Planning Service (including the Greater Cambridge Local Plan Engagement programme) and work alongside service managers and the SCDC and CCC communications teams as part of the corporate communications team and cross cutting delivery team to deliver media relations, public relations, event management, publications, social media monitoring and content, branding advice and internal communications to support the promotion and delivery of specific projects and programmes identified by the Communications Service Manager and the Greater Cambridge Shared Planning Service in delivering a comprehensive communications and engagement programme for the Shared Planning Service.

This role is a pivotal role between the communications team and a range of services, elected members, stakeholders and citizens The post involves the ability to clearly understand all aspects of the Planning Service (including the local plan processes and timelines) in relation to how engagement and communication is integrated and to be able to translate often complicated issues into understandable formats.

This is a politically restricted post

# Dimension of job

In addition to leading on the development and maintenance of a service communications and engagement strategy, the role provides tactical communication planning and hands on advice, support and products for a range of channels to support the Council’s corporate plan and actions in the corporate communications business plan. This includes:

* Media relations and general public relations
* Coordinate Council consultations
* Event management and organisation
* Coordination and copywriting for publications in the service area
* Planning and delivering video content to meet business objectives and project needs
* Taking photos at events
* Social media monitoring and content
* Crisis management
* Communication campaigns
* Internal communications planning and delivery – including print, digital and verbal
* Coordinating and commissioning design work for the service
* Planning and organising marketing materials and content
* Part of the Council’s communications team who can respond as part of warn and inform countywide emergency planning
* Brand guardian
* Line management of two officers

# Key contacts / communication links

# Internal

Elected members, SCDC and CCC communications teams, service managers / management team and all other employees

# External

Our residents/service users, shared service partners, other statutory bodies and stakeholders, the media – local, national and trade, parish councils, community groups and other partners and outside agencies

# Key responsibilities / specific duties

* Creating and managing a well organised forward plan of communications and engagement activities to uphold and enhance the reputation of the Shared Planning Service (including to ensure and maximise increased participation in all activities and stages of the local plan process amongst the broadest range of the areas demographic). This will include drafting news releases/statements and working closely with media to encourage positive uptake of stories along with being the first point of contact for media enquiries.
* Manage the scoping and implementation of any identified new channels bespoke to the local plan programme and potentially additional specific requirements in ensuring a proactive and iterative approach to engagement interactions
* Coordinating consultations for the Council to ensure good engagement in line with law and national industry standards. Working with the management team, service areas and communications colleagues to devise, design and draft information for online, web, leaflets and other publications with appropriate method for feedback.
* Organising events both internally and externally, including project launches, photo-calls, VIP visits, staff briefings, as necessary.
* Coordination and copywriting for publications in the corporate team and service areas, including our residents’ magazine, tenants’ magazine, business publications and internal staff newsletters.
* Planning and delivering video content to meet the needs of a coordinated and forward plan for the service. This will involve planning content and storyboards, gathering key facts and information, filming content and carrying out interviews – both live and pre-recorded – and editing. While at events and locations photography will also be required as well as storing in the Council’s database along with relevant permissions.
* Using social media platforms daily to encourage two-way engagement and conversation with the Planning Service about services, initiatives and information of interest to communities. This includes monitoring, engaging in and responding to conversations involving the Planning Service on social media platforms.
* Provide advice to senior officers and members on a range of communications matters to ensure sound handling of PR and public relations crises.
* Drafting and executing communications plans for campaigns, projects and key initiatives for across the service. This will utilise a range of channels and will include monitoring success.
* Maintaining a forward plan of internal communications opportunities and creating content, copy and event plans. This could include print, digital and verbal updates.
* Working with the Service’s management team and service areas to consider their design requests and compile clear design briefs to commission work by external agencies. This will follow ‘right first-time’ principles. Free online design tools will also be used daily to create more straightforward graphics for social media. Use of InDesign will also be required to make simple edits to text on documents only.
* Support teams with advice on how they could use available channels to promote the service will include writing copy to ensure unique selling point and key messages are clearly communicated.
* The role will help protect the Service’s brand by ensuring agreed logos and corporate styles are used consistently. This will involve working with teams and designers – in some cases they may be external.
* Oversee the work and continued development of two direct reports.

# General to all job descriptions

**Standard Clauses**

1. To work in an internal and external customer related way in accordance with adopted procedures and good practice
2. To assist in/manage the identification, development and implementation of manual and Information Technology systems and procedures
3. To comply with the council’s Equal Opportunities Policy, Code of Conduct and other relevant policies, procedures and legislation
4. To comply with and/or ensure compliance with the council’s data protection policies and the Data Protection Act, Freedom and Information Act and other relevant legislation
5. South Cambridgeshire District Council’s Safety Policy and other safety procedures and guidelines are deemed part of this job description. Employees must look after their own health, safety and welfare and be mindful of other persons who may be affected by their acts. Employees must co-operate and comply with management instructions regarding Health and Safety issues and report all accidents, incidents and problems as soon as practicable to their supervisor, manager or other senior members of staff available
6. The responsibilities outlined above cannot totally encompass or define all tasks that may be required of the postholder. The outline of responsibilities given above may, therefore, vary from time to time without materially changing either the character or level of responsibility or grade.

Job Description Reviewed May 2022

Approved by Director/Chief Officer (Date)

Signature of Director/Chief Officer