

| <b>JOB DESCRIPTION</b>   |                                   |                                      |
|--|-----------------------------------|--------------------------------------|
| <b>Post Title:</b><br>Service Head,<br>Communications &<br>Marketing   |                                   | <b>Grade:</b><br>Service Head Band 1 |
| <b>Directorate:</b><br>Chief Executive's   | <b>Service:</b><br>Communications |                                      |
| <b>Responsible to:</b> Director of Law, Probity and Governance   |                                   |                                      |
| <b>Responsible for:</b> The Communications Team  |                                   |                                      |
| <p><b>Purpose of the job:</b></p> <p>To lead and manage a high performing, respected, communications and marketing service aimed at delivering the Council's communications priorities with an emphasis on creativity and value for money. The Head of Communications and Marketing will:</p> <p><b>Functional Duties</b></p> <ol style="list-style-type: none"> <li>1. Act as the Council's professional advisor on all aspects of corporate communications, marketing and stakeholder relations – including reputation and brand management; media relations; internal communications; and e-communications.</li> <li>2. Work proactively with diverse stakeholders internally and externally to deliver communication strategies and plans to support the implementation of borough-wide and regional programmes including the Community Plan, and other major initiatives</li> <li>3. Provide a clear strategic direction for the Council's communication and marketing activities ensuring that all campaigns effectively deliver the Council's communications priorities.</li> <li>4. Lead and manage a high performing communications and marketing service ensuring that it understands, values and celebrates the cultural and social diversity of Tower Hamlets as a core function of its work.</li> <li>5. Develop and maintain best practice across the Council in all aspects of communications and marketing using VFM indicators, benchmarking, performance management processes, setting clear, measurable communication objectives and targets.</li> <li>6. Devise and implement a council-wide communications and marketing strategy and associated delivery plans that are owned by the directorates and underpinned by robust service plans and appropriate resources.</li> <li>7. Develop effective corporate standards and guidelines which support managers to communicate effectively monitor their use and to regulate</li> </ol> |                                   |                                      |

the function across the council.

8. Instil and maintain a performance orientated approach and culture within the Service, ensuring that the team's work plans and targets are in line with the Council's objectives.
9. Ensure that commercial operations – East End Life and Tower Design meet expected quality standards and operate within the Council's financial standards.
10. Lead the development and editorial content of the council's intranet and internet and advise on the appropriate use of technology as part of the council's communications strategy and plans.

### **Management Duties**

1. To promote the Council's philosophy of putting service issues first at every opportunity and to put in place management arrangements that work to action this.
2. To prepare an annual service plan in line with the overall targets and aspirations of the Council.
3. To negotiate and manage the service's budget in accordance with the Council's standing orders and financial regulations, obtaining value for money and the optimisation of income where applicable.
4. To ensure that the services provided are flexible to meet the changing needs of the Council, its users and its multi cultural community, whilst fulfilling statutory responsibilities.
5. To lead the service's management team ensuring that the Council's aims and objectives are incorporated in the service strategy, team plans and individual personal targets.
6. To initiate, manage and implement organisational reviews that will transform the division into an efficient, cost effective and competitive service.
7. To motivate, train and empower staff to optimise their skills and output and to promote effective employee relations.
8. To monitor and assess the performance of staff within the context of service plans providing advice, support and remedial action where necessary.
9. To conduct individual performance and development reviews with staff and establish individual plans and targets.
10. To ensure that all duties and responsibilities are discharged in accordance with the Council's Health and Safety at Work Policy.

11. As directed, to undertake such additional duties and responsibilities that may arise from time to time and are commensurate with the grade of the post.

**Corporate Duties and Responsibilities For All Tower Hamlet's Service Heads**

1. To work actively with all Corporate Directors and the Chief Executive to ensure services are integrated at the point of delivery.
2. To ensure the establishment of a culture of quality and equality across the council.
3. To play a leading role in the development of the Community and Strategic Plans ensuring they are embedded both in the operational and strategic framework of the Council.
4. To support organisational change at Service Head level ensuring appropriate systems of performance and development, communications, quality measures, monitoring and review are in place.
5. To work as part of multi-disciplinary teams to enable the breaking down of departmental barriers and encourage the concept of both internal and partnership working.
6. To work with key stakeholders, local residents and the third sector in improving service delivery and promoting creative and innovative ways of tackling local problems, ensuring services are user focused and developed to meet the needs of our ethnically diverse community.
7. To promote a positive image of Tower Hamlets and represent the Council at local and national level, attending and presenting at such conferences, seminars and working parties as may be required.
8. To provide professional advice to councillors and other officers on areas of service delivery within the service's span of control.
9. To take active steps to achieve the Council's objective of a 'Workforce to Reflect the Community'.
10. To comply with legal requirements, the Council's Standing Orders and Financial Regulations and to advise the Chief Executive, elected Members and Committees as appropriate.
11. To comply with the Council's Equal Opportunities Policy and lead with its development and promotion across the Council, including opposing, and where possible eradicating, all forms of discrimination as an employer and service provider.

12. To lead on the development of both borough and Council-wide projects and initiatives, as and when required.
13. As directed, to undertake such additional duties and responsibilities that may arise from time to time.

**This job description may be subject to amendment during the PDR process.**

**Signed by:**

**Date:**

**Post holder:**

**Date:**

**Corporate Director:**

**Date:**

| <b>PERSON SPECIFICATION</b>                                 |  |                                    |
|---|--|------------------------------------|
| <b>Post title:</b> Service Head, Communications & Marketing | <b>Post No</b>   | <b>Grade:</b> Service Head, Band 1 |
| <b>Directorate:</b> Chief Executive's                       | <b>Division:</b> Communications  | <b>Section:</b>                    |
| <b>Responsible to:</b>                                      | <b><i>Director of Law, Probity and Governance</i></b>  |                                    |
| <b>Responsible for:</b>                                     | The Communications & Marketing Team  |                                    |
| <b>Knowledge and Experience:</b>                            | <ul style="list-style-type: none"> <li>• Exceptional track record of experience of working in a politically sensitivity environment</li> <li>• Significant experience of using communications and marketing to transform organisational reputation, perceptions and helping to improve service delivery</li> <li>• Track record of designing and delivering communication and marketing strategies and services to diverse communities and an in-depth understanding of the issues affecting their lives</li> <li>• In-depth understanding of the workings of local government, current issues and challenges including knowledge of relevant legislation and codes governing public relations and communications</li> <li>• Track record of leading and performance managing diverse teams in a continually changing environment to deliver exceptional results in large complex organisations</li> <li>• Demonstrable experience of working across boundaries and in partnership with the public, voluntary and private sector</li> <li>• Extensive range of media contacts and experience of achieving results through influencing the media</li> <li>• The ability to think laterally to find creative solutions to manage and enhance reputation</li> <li>• A demonstrable understanding and experience of internal and external communications techniques, practices and current thinking: and the ability to mentor and coach others in improving professional practices</li> </ul> |                                    |

**Skills and Abilities:**

- Leadership skills and a track record of strong and effective leadership of individuals and teams across organisational and hierarchical boundaries
- Track record of developing and implementing leading edge communication strategies to deliver organisational objectives and service improvements
- Exceptional people skills; team-building, facilitating, performance management, negotiation and maintaining complex stakeholder relationships
- Demonstrable understanding of the communications challenges and opportunities arising in a multi-lingual, diverse community like Tower Hamlets
- Exceptional communications skills, oral and in writing, including presentation skills in formal, informal and public settings, copy writing and editorial skills, coupled with a keen eye for design and high levels of creativity
- Extensive track record of being able to present the Council's position on high profile matters especially to the press, media opinion formers and other influencers.
- Ability to operate to tight deadlines in highly pressured environments.
- Ability to lead and inspire others in support of the Council's objectives.
- Significant experience of being able to swiftly establish authentic relationships with all stakeholders

**Attitude and Behaviour**

- Able to work closely and establish positive relationships with Members, Chief Officers, officers of the Council, external agencies, community groups and individuals.
- Able to work corporately to secure ownership for corporate initiatives.
- Able to respond constructively to changing demands, meet tight deadlines, maintain quality services and work well under pressure
- Performance orientated – sets and achieves high

## Appendix N

|                               |   |
|-------------------------------|---|
| <b>Personal Circumstances</b> | standards for self and others. <ul style="list-style-type: none"><li>• Flexible and adaptable – responds positively to changing demands.</li><li>• Professional demeanour which commands confidence. Highest standards of personal and professional integrity</li><li>• Demonstrable ability to deliver customer-focused services and continuous service improvement</li><li>• Willingness to work outside normal working day for public and Council meetings and to achieve deadlines.</li></ul> |
| <b>Equal Opportunities</b>    | <ul style="list-style-type: none"><li>• Thorough understanding of, and positive commitment to, the implementation and development of equalities in the field of service delivery and employment practices.</li></ul>  |
| <b>Attendance</b>             | <ul style="list-style-type: none"><li>• A satisfactory attendance record (normally less than 5 days of absence in a year) but taking account of individual circumstances</li></ul>  |

## Appendix M