



# JOB DESCRIPTION (JD) AND EMPLOYEE SPECIFICATION (ES)

Standard Template

<b>JOB TITLE:</b>	Business Partner - Communications		
<b>GRADE:</b>	G9	<b>SERVICE AREA:</b>	Communications Marketing & Brand
<b>JOB CODE:</b>	ASC97COBPG9		
<b>REPORTS TO:</b>	Head of Marketing or Team Manager Media & Communications	<b>LOCATION:</b>	Council House/Civic Centre / Work from Home
<b>SPECIAL CONDITIONS:</b>	<p>Working outside of standard office hours may be required. There is a requirement to work flexibly at all times with due regard to prevailing workloads and priorities. Attendance at evening and other out-of-hour meetings as required although this is not expected to be regular or routine.</p> <ol style="list-style-type: none"> <li>1. Political activities of the post are restricted under the Local Government and Housing Act 1989.</li> <li>2. Attendance at Council meetings and any associated public meetings including occasional evening and weekend working may be required.</li> <li>3. Flexibility to operate within both a Media and Marketing remit</li> <li>4. Confidentiality to be maintained at all times.</li> <li>5. As part of general community engagement may be required to attend public events and activities held outdoors.</li> <li>6. This post is covered by the Government's Code of Practice on the English Language Fluency Duty for public sector workers. The Post holder will be required to communicate verbally with customers and provide advice and/or information in accurate spoken English.</li> </ol>		

## 1. Main purpose of the job role:

Provide the key connection between services and the CMB function by leading the development of strategic communications to ensure that corporate priorities, set out in the Corporate Plan, are supported with effective and regular communications.

Strategic oversight and input into campaigns to raise awareness of the corporate priorities and to attract customers to use services delivered by the Council. Ensure there is a consistent narrative and messaging with all internal and external communications

- Develop strong relationships with the service areas that are delivering programmes to fulfil the corporate priority which is assigned to the Business Partner.
- Establish strong links between those service areas assigned to the Business Partner and Communications Marketing & Brand.
- Become the subject matter expert for communications for those service areas assigned to the Business Partner
- Lead the development and delivery communication and marketing campaigns to promote and support the Council's priorities
- Attend relevant boards and groups as required by those service areas that are delivering programmes to fulfil the corporate priority which is assigned to the Business Partner e.g. the Safeguarding Board in Childrens, to get insight into the key messages needing to be communicated.
- Working with the directorates to shape key messages to communicate through marketing and communications campaigns

- Provide flexible support to the specialist and communications team when resource capacity is required.
- Develop strategies to evaluate media, social media and web content in a robust way including the use of online analytics
- Work with the Director of Communications Marketing & Brand to manage the Council's reputation and to effectively manage issues and communication crises.
- Support the further development of key partnerships where collaboration is of benefit for the residents of Walsall
- Provide expert communications counsel to Cabinet members and to the Council's senior managers.

#### **Role specific duties and accountabilities:**

- Support senior managers to achieve communication objects
- Provide strategic communications advice in liaison with senior colleagues and service managers.
- Working with colleagues develop and deliver communication plans
- Develop excellent relationships with officers across directorates and originate ideas for media opportunities and social media campaigns to showcase Council services.
- Develop and promote effective partnerships with government departments, professional bodies and other organisations to promote the Council's interests and build its reputation
- Identify and report upon any reputational risks resulting from changes in political, operational, technological or environmental factors
- Take a proactive approach to content creation and campaign planning
- Bring creativity and innovation to the role and to the way the Council will work in future
- Develop excellent relationships with the communications officers within partner organisations
- When required to do so advise senior management colleagues, the Cabinet and elected representatives on effective communications
- Champion good quality copy writing and creative multi-media content production
- Work within a team that is committed to delivering effective and high-quality media and communications
- Share expertise and ideas with colleagues and stakeholders to enable meaningful, significant and successful reach across the organisation and its partners.
- Lead by example, ensuring continuous development, valuing diversity and variety of skills.
- Supervise the work of Senior Communication Executives and Communication Executives to ensure accuracy, timely and compelling content.
- Effectively manage campaign budgets when they are assigned
- Efficient process design with the premise of "do it once"
- Maximise the use of digital tools
- Ensure service managers are fully aware of cost implications of communication campaigns
- Have an approach with lean and agile principles that implements/delivers as plans progress.
- Collaborate with partners where possible to minimise costs and improve outcomes.
- Ensure regular monitoring and reporting on the agreed work plan set, responding appropriately to risks and issues as they emerge.
- Development of a team culture that aims for high quality achievement to targets and learns from experience.
- Responsible for dealing effectively and proactively with customer comments, enquiries and complaints
- Develop and maintain effective working relationships with all council officers, customers and partners
- Develop innovative approaches to communications and campaigns.
- Support senior managers in the implementation of corporate priorities
- Develop strong links and relationships with the partner organisations

#### **3. Corporate duties and accountabilities:**

- The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.
- Through personal commitment and clear action, the postholder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.
- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

DATE PREPARED: July 2021.

JOB TITLE Business Partner - Communications	G9	
Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form =A interview=I both=A/I test = T	<b>WEIGHT CODE</b> shows relative importance Low=1 Medium=2 High=3
<b>Behaviours:</b> <i>refer to corporate behaviours document</i>		
<b>Professionalism</b> - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	A/I	3
<b>Leadership</b> - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	A/I	3
<b>Accountability</b> - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	A/I	3
<b>Transparency</b> - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	A/I	3
<b>Ethical</b> - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	A/I	3
<b>Abilities/Skills:</b> (refer to JE guidance document)		
Demonstrate excellent media and communication skills	A/I	3
Excellent writing and content creation skills across a broad range of areas	A/I	3
Demonstrate expertise in campaign development and delivery	A/I	3
Demonstrate expertise in the evaluation of campaigns using online analytics	A/I	2
Able to effectively operate in a matrix environment	A	3
Able to handle media issues and write compelling media content to deadlines	A/I	3
Uses initiative, is innovative and displays creative thinking. Utilises all forms	A/I	3
Able to build relationships and to collaborate with others	A/I	3
Ability to work effectively in a political environment	A/I	3
Ability to work within a team	A/I	3
Able to shoot and edit video content for use on a range of digital channels	A/I	2
Able to provide expert counsel to senior stakeholders	A/I	3
Shows confidence and credibility; understands the Council's values and	A/I	3
Evidence of working with new digital channels to engage diverse audiences.	A/I	3
Awareness of and commitment to the application of equality and diversity in	A	3
Ensuring appropriate information governance standards are adhered to	A	2
<b>Knowledge/Experience:</b> specify type, level and qualitative (not quantitative required); if any.		
Substantial experience of working in a communications environment	A/I	3
Extensive knowledge of the web, media and social media	A/I	3
Substantial experience of developing and delivering communication	A/I	3
Experience of delivering creativity across multi media channels	A/I	3
Significant experience of working within teams	A	3

Experience of working effectively with partner organisations	A	3
Substantial experience of working with the media	A/I	3
Experience of working with senior stakeholders	A/I	3
Evidence of continuous professional development	A	3
Experience of working within a political environment	A/I	3
<b>Qualification:</b> Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.		
Educated to degree level	A	3
<b>Other Essential Requirements</b>		
An awareness of, and commitment to, equality of opportunity	A	3
Awareness of, and commitment to, confidentiality and handling data	A	3
<b>Prepared by:</b>	Keith Beech	<b>Date: 10/07/21</b>