

Job Description

Job title:	Communications Manager
Grade:	H
Hours of work:	37
Responsible to:	Head of Communications, Engagement and Public Affairs
Responsible for	
Direct reports:	4
Indirect reports:	N/A
Budget:	N/A

Purpose of Post:

The Communications Manager plays a critical role in shaping and enhancing the council's reputation through clear, consistent and strategic communications. As the lead for the Communications team, the postholder is responsible for overseeing the planning, development and delivery of high-quality internal and external communications that promote council priorities, services and achievements.

Working across all service areas, the Communications Manager ensures residents, stakeholders and partners are well-informed, engaged and connected to the work of the council. The role requires strategic thinking, creative storytelling, and a deep understanding of communications channels to effectively reach and influence diverse audiences.

The postholder will drive the council's communications approach, supporting organisational goals, reinforcing the corporate narrative, and safeguarding the council's reputation during times of challenge. They will be expected to advise senior officers and elected members on communication matters, manage complex media and public relations issues, and create a culture of proactive, responsive and inclusive communication.

Acting as a key advisor and leader, the Communications Manager will also support change and transformation across the organisation, ensuring that messaging is aligned, understood and impactful both internally and externally. This role requires a confident, collaborative communicator with political sensitivity, professional integrity and a strong commitment to public service.

Key Deliverables:

Lead the development, implementation and continual evaluation of the council's Communications Strategy, corporate narrative and priority campaigns, ensuring they align with corporate objectives and meet defined key performance indicators (KPIs).

Manage and support the Communications team, providing clear leadership, direction and professional development to ensure the delivery of effective, high-quality and timely communications across all channels.

Manage and oversee the development and delivery of integrated communications plans for key projects, including media schedules and action plans, to promote council services, priorities and achievements, while safeguarding and enhancing the council's reputation.

Work proactively with service areas to identify and promote positive stories, anticipate risks and manage reputational challenges through effective communication.

Shape and deliver strategic narratives and core messages across multiple platforms, ensuring clarity, consistency and relevance for diverse audiences.

Oversee the proactive and reactive responses to all aspects of media, including social media, in a timely way ensuring that the council's reputation and integrity is maintained. Be responsible for managing complex queries where there is a significant reputational risk.

Manage the team to ensure effective use of communications channels. Advise on service delivery change which require a change of approach to proactively shape and manage internal and external customer expectations.

Use customer and employee insight to drive innovation and to ensure that all appropriate channels are used to reach and engage with different target audiences

Manage team performance and identify areas for improvement against key performance indicators for the council, the services and specific campaigns; and provide reports on effectiveness and ROI to key internal stakeholders.

Provide training and development to members and colleagues on communication activities including or commissioning where necessary training.

Lead internal communications for employees to support organisational alignment, staff engagement and the successful delivery of change programmes.

Monitor internal and external developments to identify opportunities and risks, adjusting messaging and channel use accordingly to maximise reach and impact.

Build strong and collaborative relationships with Directors, Heads of Service, Members and external partners to promote innovation, success stories and best practice.

Oversee brand management across the organisation, ensuring consistent application of the council's visual identity, tone and values in all communications.

Plan, execute and evaluate public information campaigns, using data, insight and feedback to assess effectiveness and inform future activity.

Provide trusted communications advice to senior officers and elected Members, demonstrating political awareness, strategic judgement and discretion.

Effective contribution to the council's out of hours communications rota.

Represent the Communications function at council meetings and events.


Deputise for the Head of Communications, Engagement and Public Affairs as necessary, ensuring continuity of leadership and service delivery.

Carry out all responsibilities with political sensitivity, professionalism and confidentiality, acting as a role model for the council's values.

Undertake other duties as required, commensurate with the responsibilities and grading of the post.

<p>Knowledge and Qualifications</p> <p>The minimum knowledge required to undertake this role and any qualifications or training essential for the role</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>Degree or equivalent(E)</p> <p>In-depth knowledge of communications, marketing and engagement tools and media (E)</p> <p>Proven experience in leading and delivering successful communication strategies (E)</p> <p>Membership of or eligibility for a relevant professional body (e.g., CIPR, CIM) (D)</p>
<p>Experience</p> <p>Experience the person would need to do the job</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>Leadership and people management experience (E)</p> <p>Experience in designing and delivering communications strategies (E)</p> <p>Proficient in a range of digital and traditional communications tools (E)</p> <p>Experience working in a complex organisation with senior leaders and elected officials (E)</p> <p>Experience managing crisis communications, media relations and reputation risk (E)</p> <p>Experience in using a range of communications techniques and technology including social media and web-based technology (E)</p> <p>Understanding of the local government context (E)</p> <p>Experience working in a politically sensitive environment (E)</p> <p>Knowledge and experience of how to effect cultural and behavioural change (D)</p>
<p>Skills and Abilities</p> <p>Specific skills the applicant would need to do the job</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>Excellent written and verbal communication skills (E)</p> <p>Strong presentation and reporting abilities (E)</p> <p>Strategic thinking and analytical capability (E)</p>

	<p>Ability to see the big picture, interpret it and develop relevant strategies, plans and deliverables (E)</p> <p>Ability to work across organisational boundaries and develop integrated plans (E)</p> <p>Self-motivated, outcomes-focused and able to prioritise effectively (E)</p>
<p>Decision Making and Impact on Others</p> <p>What impact the reasons made by the post holder would have on others across the Council</p>	<p>Able to challenge constructively, make sound decisions and justify actions when questioned. (E)</p> <p>Exercises sound judgement with tact and discretion in organisational matters. (E)</p> <p>Ability to understand and analyse complex issues and to offer sound, strategic, professional and managerial advice (E)</p> <p>Ability to develop strategy affecting all areas of the council as well as external parties (D)</p> <p>Understands how to influence culture and drive behavioural change. (D)</p>
<p>Communication with Internal and External Customers</p> <p>What customers the applicant would be in contact with in the job</p>	<p>Significant interaction with internal stakeholders including Members, senior officers and staff.</p> <p>High visibility and engagement with external audiences, including media, partners and the public.</p> <p>Internal customer contact 40%</p> <p>External customer contact 60%</p>
<p>Personal Attributes and Other Requirements</p> <p>In this section please list any other qualities you are looking for from the applicant</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>Team-oriented, reliable and committed (E)</p> <p>Able to build strong and productive relationships (E)</p> <p>Excellent planning and problem-solving skills (E)</p>

	<p>Flexible, adaptable and creative in approach (E)</p> <p>Politically aware and able to operate with sensitivity (E)</p> <p>Show creativity of thought especially about opportunities to work together, building rapport and engender trust and confidence (E)</p>
<p>HDC values</p> 	<p>The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team.</p> <p>Inspiring: We have genuine pride and passion for public service; doing the best we can for customers.</p> <p>Collaborative: We achieve much more by working together, and this allows us to provide the best service for customers.</p> <p>Accountable: We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers.</p> <p>Respectful: We respect people's differences and are considerate to their needs.</p> <p>Enterprising: We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.</p>

Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.

- Ability to safeguard and promote the welfare of children and young people/vulnerable adults
- Demonstrates understanding of safeguarding issues

- Appreciates the significance of safeguarding and interprets this accurately for all individual children and young people/vulnerable adults whatever their life circumstances.
- Has a good understanding of the Safeguarding agenda
- Can demonstrate an ability to contribute towards a safe environment
- Is up-to-date with legislation and current events
- Can demonstrate how s/he has promoted 'best practice'
- Shows a personal commitment to safeguarding children