



JOB DESCRIPTION

POST TITLE	Corporate Communications Manager
DIRECTORATE	Economy and Planning
GRADE / SALARY	Service Manager
RESPONSIBLE TO	Director of Economy and Planning
RESPONSIBLE FOR	Corporate Communications Team

JOB PURPOSE

To be responsible for leading, directing and managing a proactive, Corporate Communications service for the on behalf of the Chief Executive. The post holder is expected to support the Director in meeting objectives and priorities within the Directorate of Economy and Planning. This will include working in a collaborative manner with other Directorates and departments, consequently contributing to the overall success of the Council.

SERVICE MANAGER DUTIES AND RESPONSIBILITIES

- To visibly support the actions and agreements determined by Management Team, adopting a corporate and strategic attitude. This will involve demonstrating personal effectiveness and professional responsibility at all times

- To ensure council wide and service specific objectives, targets and measurable outcomes as agreed with the Director and Head of Service are delivered in a timely manner to the required standard
- To effectively and efficiently lead, direct, support and manage the resources available to the Corporate Communications team in order to deliver the Council's priorities. This will include direct management of the Corporate Communications and Reprographics teams in line with HDC employment policies. The post holder will be required to demonstrate proactive people management, financial management and performance management in line with agreed organisational policies
- To actively engage in the Council's Individual Performance Management Framework both as a recipient and as a manager. You will act as a Performance Coach for supporting the development and capability of your own teams (and where appropriate and necessary, other teams). The post holder will undertake regular reviews of staff, encouraging a culture of high challenge coupled with high support. The post holder will also ensure this process is cascaded and embedded within their teams.
- Undertake horizon scanning to ensure that departmental activities and functions apply best value and continuous improvement principles. This is to ensure that HDC maintains its high performing culture as well as the future proofing of its services
- Manage and deliver a balanced budget in respect of any identified and agreed budget areas within the role. This will be in line with Financial Regulations. When required, achieve efficiency savings
- Responsibility for managing all Corporate Communications services (including Reprographics) that may be provided/delivered through contracts, service level agreements, partnership working and any other agreed methods of service provision. This will include adherence to the Council's procurement and financial probity arrangements
- Represent Corporate Communications and/or the Council at relevant internal and external meetings; attending relevant meetings and providing specialist information on a regular and ad hoc basis as required. Actively participate in internal processes that require attendance on Panels such as Recruitment and Selection, Sickness Absence Management or Disciplinary and other such relevant corporate meetings. The post holder will be required to act as an

ambassador at all times

- Promote equality and diversity, championing appropriate behaviour and ensuring that all staff adheres to the Council's values. Where appropriate, championing equality and diversity in the wider community
- To increase the capacity of Management Team by taking responsibility for and demonstrating professionalism with regard to decision making and problem solving. This will also involve close working with other Service Managers such as shared objectives and peer group meetings.
- Demonstrate commitment to developing self and others in order to ensure that high service performance is maintained at all times
- To assist the Director and Head of Service as required and in line with corporate priorities and organisational risks in providing timely and accurate advice, assistance or information. This will also include proactive policy development
- To maintain a flexible approach to the role, undertaking such duties of a comparable nature and level of responsibility as may be required from time to time by Management Team.

DUTIES AND RESPONSIBILITIES SPECIFIC TO THE POST

- Manage the Council's overall approach to Corporate Communications and support the preparation of the Corporate Communications Plan, having regard to local, regional and national context.
- Develop and lead the implementation of the Hambleton Communications Strategy and Corporate Communications Plan.
- Ensure successful delivery of the Council's external affairs, public relations, marketing, branding, social media, digital, and other internal and external communications activities, across four workstreams of:
 - Corporate Communications
 - Internal Communications
 - News
 - Creative Services
- Lead and develop the Council's Strategic Communications Group, ensuring that a single approach is taken to communications working with different service areas to deliver the Communications Strategy.

- Enhance the reputation of the council and co-ordinate the contributions of partner organisations, the public, private, voluntary and community sectors in the delivery of the Communications Strategy.

CORPORATE RESPONSIBILITIES (FOR ALL EMPLOYEES)

- To comply with the requirements of Health and Safety legislation, including HDC's Policy & Procedure
- To comply with the requirements of General Data Protection Regulations and all such related legislation, maintaining confidentiality at all times
- To comply with the Council's commitment to Equality and Diversity
- To comply with all policies and procedures of HDC relevant to the role
- To undertake learning and development activities which will enhance your capabilities and the overall capacity and performance of the Council
- To undertake other duties relevant to and commensurate with the pay grade of the post
- To comply with and work to the spirit of the Organisational Values – see list below

ORGANISATIONAL VALUES

- **OPEN** – honest and transparent in the provision of our services to the community
- **RESPONSIBLE** – and accountable for our actions as individuals and as an organisation
- **CUSTOMER FOCUSED** – and committed to providing and improving upon a high quality, customer focused service
- **FAIR** – to all on an equal basis
- **RESPECTFUL** – and value our work colleagues and stakeholders

Job Description agreed by postholder...

Name (print)

Signed

Date

