

# Assistant Director Communications & Engagement job profile

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|-----------------------------------|--|
| <b>Job title</b>                  | Assistant Director Communications & Engagement |
| <b>Post number</b>                |  |
| <b>Grade</b>                      | AD3  |
| <b>Directorate</b>                | Chief Executives Office                        |
| <b>Responsible to</b>             | Assistant Chief Executive                      |
| <b>Responsible for</b>            |  |
| <b>Date profile last reviewed</b> | July 2023                                      |

## Job purpose

To be accountable for the effective delivery, development and management of the highest possible standard of customer and community engagement services across the Council

To bring together all aspects of the Council's communication, engagement and consultation activity to support an aligned and cohesive plan that provides improved opportunities for resident engagement, clear organisational messaging and narrative

To provide leadership and direction for the Communication and Engagement team, responsible for delivering the Council's customer and community services which are innovative, customer focussed, and continually improved

## Values and accountabilities

### Our values:

- **ambitious** – by continually improving
- **collaborative** – by working together
- **compassionate** – by building relationships based on empathy, respect and dignity
- **empowered** – by removing barriers to influence outcome
- **proud** – of everything we do and championing Thurrock Council
- **inclusive** – by acting in a way that exemplifies what we expect of each other



## **Corporate accountabilities:**

- Provide high level advice and support to the Chief Executive and Elected Members in shaping the strategic direction of the Council.
- Develop effective relationships with service users and ensure that the services provided reflect their needs.
- To drive culture and behaviour change throughout the organisation and role model behaviours.
- Take a lead role on driving through at pace, the ambitious change agenda required under intervention and accountable for continuous improvement post-intervention
- Provide strong, forward-thinking leadership which results in high quality services that complement and further corporate objectives and values.
- Plan and monitor the service's budget ensuring strategic direction, clear accountability, best value and optimum income generation.
- Ensure effective leadership, motivation and development of the service's staff.
- Regularly review resources, services, and partnership arrangements in order to identify, and act upon, opportunities to improve service delivery.
- Take a lead role in furthering the Council's commitment to promote diversity and oppose discrimination in the provision of services and as an employer.
- Take the lead role on Corporate Governance for the Council.
- Ensure full compliance with all legislative and statutory requirements, including health and safety at work, and the local policy framework.

## **Key service accountabilities:**

- To lead development of the council's corporate communication narrative and strategy working with Cabinet, Senior Leadership Team, Members and other stakeholders to support delivery of the council's priorities.
- To lead the development and delivery of an annual programme of communications activities aligned to organisational priorities.
- To ensure that all council communications activity is informative and engaging and supports the goal of building trust and confidence in the council amongst residents, businesses and other stakeholders.
- To champion user needs and develop the council's communications channels so that remain relevant in a digital first world and enable engagement with the broad range of residents and stakeholders the council seeks to work with.
- To advocate for communities and ensure that all council communications activity is inclusive, accessible and demonstrates cultural competence for the diverse communities that live and work in Thurrock. Through targeted work use communications and engagement activity to help tackle inequalities
- To lead work to raise the profile of the council's work and the awareness of key issues relevant to achieving the council's vision and to influence stakeholders including central government, regional government, MPs and other decision makers to deliver that vision.
- To lead work to manage the council's reputation and profile with key stakeholders, locally, regionally and nationally.
- Ensure that the council's corporate website and other digital channels provides high quality, accessible content and support delivery of the council's communications, customer and digital strategy objectives.
- To ensure that the planning of council communications activity is informed by high quality audience insight and evaluated using clear frameworks.
- Ensure a planned programme of employee communications aligned to strategic priorities and informed by the needs of the council's organisational development strategy to help to raise staff awareness and engagement with the organisations vision, values and priorities.
- To provide inspirational and constructive leadership to the team and create the conditions for a high performance networked operating model and culture, encouraging innovation and smart working through hybrid working
- To deputise for the Assistant Chief Executive as required

**This post is politically restricted under the Local Government and Housing Act 1989 and post holders are prohibited from seeking public election, holding political office, writing or speaking publicly on matters of political controversy.**

## Person specification

|                    |  |
|--------------------|--|
| <b>Job title</b>   | Assistant Director – Communications & Engagement |
| <b>Directorate</b> | Chief Executives Office                          |

### Information for applicants

The person specification provides an outline of the experience, skills and abilities we expect the successful applicant to possess. You should match your own skills, experience and abilities to those listed below. Tell us in what way you meet the requirements.

Disabled people will be offered an interview where they meet the essential requirements alone

### Requirements for this job

Method of testing:

- A = Application form**
- I = Interview**
- T = Assessment tests**
- O = Other**

| Key competencies and behaviours  | Method of testing |
|--|-------------------|
| Educated to degree level or relevant equivalent work experience  | AO                |
| A recognised professional qualification in a relevant discipline   | AO                |
| Significant relevant experience in a senior management position with a record of measurable success                | AI                |
| Demonstrable success at inter-agency working   | AI                |
| Experience of identifying and developing opportunities for innovation, improvement and change                      | AI                |
| Able to work under sustained pressure  | T                 |
| A high level of financial awareness and ability to understand the financial implications of strategy and policy    | T                 |
| Ability to lead and develop solutions to complex problems and manage others to promote a solution-focused approach | AIT               |
| Excellent written and oral communication skills, with proficiency in ICT   | AIT               |
| Political awareness  | IT                |
| Considerable interpersonal skills including the ability to persuade, negotiate and influence                       | IT                |

| Key competencies and behaviours   | Method of testing |
|---|-------------------|
| Ability to promote diversity and oppose and challenge discrimination in the provision of services and as an employer  | AI                |
| Commitment to the principles of agile working including the ability to work flexibly with regards to both hours of work and location of work including remote and home working as required. | AI                |

### For office use only

| Recruitment safeguarding  | Requirement  |
|---|--|
| Will the post holder have substantial unsupervised access to children or vulnerable adults?                                     | No – use standard recruitment process<br>Yes – use the Safer Recruitment process       |
| Is a Disclosure and Barring Service (DBS) check required for this post? Read the Recruitment and Selection Policy for guidance. | No – Not required<br>Yes – Basic level<br>Yes – Standard level<br>Yes – Enhanced level |