

## Job Description

### Communications Manager, Improvement Journey

<b>Service:</b>		<b>Team:</b>	
<b>Location:</b>			
<b>Salary range:</b>	£33,782 to £38,890	<b>Grade:</b>	9
<b>Reports to:</b>		<b>Staff responsible for:</b>	

#### **Job Purpose**

The improvement journey communications manager will need to apply judgment and analysis to deliver effective internal communications solutions to support the progression of the improvement journey. The role will deliver a programme of planned and reactive communications work. Reporting to the communications team and embedded with the improvement team, they will have a standalone professional responsibility, including developing and implementing communications and engagement strategies and plans. The role will provide strategic professional communications advice to officers They will be act as the communications representative on relevant matrix groups within the communications service. They will help deliver regular, clear and consistent communications working with others to consider the most appropriate channels for the message, and will deal with tight deadlines.

#### **Accountabilities/Responsibilities**

- Generate proactive internal communications across a range of channels related to the LCC improvement journey.
- Plan, control and manage a full range of simultaneous communications projects, often involving working with a range of stakeholders, to support the improvement team.
- Safeguard the reputation of Lancashire County Council by anticipating and managing any issues of reputational concern related to the improvement journey.
- Manage and support all aspects of improvement journey communications, including writing content for use across all of our internal channels; responding to colleague inquiries; anticipating and preparing responses to issues of reputational concern, support and manage the organisation and running of events; coordinate the production of promotional materials.
- Play a proactive role in maximizing opportunities to strengthen and improve engagement with LCC staff and customers
- Manage day-to-day improvement journey communications
- To offer communication solutions and advise on operational problems and processes.
- Identify opportunities for improvements to policies and procedures within work area in order to maximise positive internal publicity for the improvement journey.
- Represent the communications service at relevant key meetings with services.
- Any other duties that are commensurate with the grade of the post.

#### **Other**

- **Equal Opportunities**

We are committed to achieving equal opportunities in the way we deliver services to the community and in our employment arrangements. We expect all employees to understand and promote this policy in their work.

- **Health and safety**

All employees have a responsibility for their own health and safety and that of others when carrying out their duties and must help us to apply our general statement of health and safety policy.

- **Customer Focused**

We put our customers' needs and expectations at the heart of all that we do. We expect our employees to have a full understanding of those needs and expectations so that we can provide high quality, appropriate services at all times.

## Our Values

**We expect all our employees to demonstrate and promote our values:**

- **Supportive**

We are supportive of our customers and colleagues, recognising their contributions and making the best of their strengths to enable our communities to flourish.

- **Innovative**

We deliver the best services we possibly can, always looking for creative ways to do things better, putting the customer at the heart of our thinking, and being ambitious and focused on how we can deliver the best services now and in the future.

- **Respectful**

We treat colleagues, customers and partners with respect, listening to their views, empathising and valuing their diverse needs and perspectives, to be fair, open and honest in all that we do.

- **Collaborative**

We listen to, engage with, learn from and work with colleagues, partners and customers to help achieve the best outcomes for everyone.

## Person Specification

### Improvement journey communications manager

All the following requirements are essential unless otherwise indicated by \*

Your ability to meet the job requirements will initially be assessed by the information provided on your application but further assessment will be undertaken at interview and, in some cases, by using other types of assessment(s).

<b>Qualifications</b>
<ul style="list-style-type: none"> <li>• Typically degree qualified (or equivalent) in relevant subject plus number of years' experience in a similar role OR significant vocational experience, demonstrating development through involvement in a series of progressively more demanding relevant roles. May be working towards a professional qualification or be of graduate entry level with sound practical experience.</li> </ul>
<b>Experience</b>
<ul style="list-style-type: none"> <li>• Communicate effectively with a wide range of audiences to achieve results.</li> <li>• Organisation and project management skills</li> <li>• Negotiation, diplomatic and influencing skills</li> <li>• Excellent writing skills – including editing, copy writing and proofing</li> <li>• Analytical skills</li> <li>• Ability to clearly explain technical communications issues to non-technical users</li> <li>• Experience of working independently with relevant specialised systems, equipment and/or IT software</li> <li>• Successfully managing competing demands</li> </ul>
<b>Essential knowledge, skills &amp; abilities</b>
<ul style="list-style-type: none"> <li>• Understanding of working within in a political environment</li> <li>• Experience of utilising a variety of channels as part of project delivery</li> <li>• Be team oriented, with a 'can do' and 'hands on' approach to helping out the wider communications team</li> <li>• Detailed knowledge of communications practices</li> <li>• Ability to develop effective channels for meaningful engagement, internally and externally</li> </ul>
<b>Other essential requirements</b>
<ul style="list-style-type: none"> <li>• Commitment to equality and diversity.</li> <li>• Commitment to health and safety.</li> <li>• Display the LCC values and behaviours at all times and actively promote them in others.</li> </ul>

