**Role Specification**



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| **[Job title:](#Hint" \o "Insert job title as it appears on SAP) Head of Communications & Marketing** | **Date:**  | **Ref:** |
| [**Job Purpose**](#Hint) |
| The purpose of the role is to provide professional and strategic leadership of the council’s communications and marketing activity across the full range of communications channels and platforms including media and digital. This includes the leadership and management of the communications and marketing team, professional responsibility for all council communications and marketing resources and oversight of outsourced arrangements. You will create a culture of excellence in communications and marketing activity with a focus on outcomes and actively promoting the council and the city’s interests.You will support the chief executive and the political leadership of the council in development of the strategic direction of the council’s reputation, profile and influence on a local, regional, national and international stage. You will lead the team to use insight, creativity, customer focus and professional expertise to deliver communications that build trust, shift attitudes, drive actions and influence behaviour.  |
| [**Key Requirements**](#Hint) |
| * A relevant degree or professional qualification with significant applied leadership experience at a senior level in communications and marketing.
* Well rounded experience of strategic corporate communications, internal communications and external relations at a senior level gained within a large, high profile and complex organisation.
* Substantial experience of building collaborative and productive relationships with multiple stakeholders both internally and externally at a local and national level leading to tangible improved outcomes.
* An excellent understanding of the local and national policy and political context and its impact on the council and the city.
* Excellent leadership abilities with a strong, motivational, confident and persuasive style.
* Ability to lead, develop and empower a team of communications and marketing professionals to support the delivery of our Best Council and Best City ambition.
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| [**LCC Values**](#Hint) |
| Working as a Team for Leeds | * Provide leadership and team working skills including ability to work with and through others; implements corporate decisions with energy and vigour
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| Being Open, Honest & Trusted | * Ensures citizens and council members are provided with all relevant information to make decisions; learns from mistakes and seeks to promote continuous improvement and best practice
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| Working with Communities | * Works effectively with a variety of partners organisations to deliver services; communicates and involves stakeholders and the wider community in new developments to encourage ownership and commitment
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| Treating People Fairly | * Recognise that everyone has an equally important part to play within the Council and valuing the diverse and vibrant nature of the city and all its citizens
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| Spending Money Wisely | * Sets high expectations of achievement across a range of strategic outcomes, actively seeks out opportunities to improve delivery of services through partnership and feedback from service users.
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| [**Working Context**](#Hint) |
| * The role is primarily office based but post holders are expected to work flexibly both at home and at various locations across the city and region. This flexibility includes being available to respond on occasion to significant issues out of office hours on evenings and weekends.
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| The role profile and specification are an outline only and may vary from time to time without changing the character of the job or level of responsibility |