

## ROLE PROFILE

<b>Job family</b>	<b>Organisational Support</b>	<b>Role profile number</b>	<b>OS14-2857</b>	<b>Grade N</b>
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**Job purpose:** Investigate, analyse, design and deliver a programme of work which includes managing complex and diverse projects / casework and initiatives involving other service areas / stakeholders / partners affecting the whole council.

Grade N posts are higher in 'Creativity & Innovation' with the requirement to act strategically in resolving problems and decision making when dealing with a variety of stakeholders and external partners. Posts at this level will require significant relevant experience at a technical/professional level within a related specialist field.

<b>Factor</b>	<b>Relevant Job Information</b>
Supervision and/or Management of People	No full management of a team but will be required to monitor the quality and quantity of the work of others. Will provide advice, guidance and support to colleagues to ensure whole team achievements are met. May be required to project manage a team or specialist staff across service areas and external partners.
Indicative Qualifications	Degree in relevant profession, or equivalent experience/skills. Licence / certificate / qualification required for the role. ITQ 2 or equivalent ICT skills and abilities demonstrating significant experience in related IT systems. Professional qualification in area of specialism (or equivalent experience).
Knowledge and Skills	Significant relevant professional experience post qualification in a similar work environment. Organisational expert in the area of specialism. Expert knowledge of relevant policy, systems, work practices, professional guidelines, legislation and a good understanding of emerging developments in the area of specialism. Excellent ICT skills including use of Microsoft applications and specialist systems. Knowledge and experience of developing systems, policies, procedures and / or practices. Good knowledge of the wider sector / external influences. Detailed operational knowledge of systems in terms of functionality, capability and availability. Excellent interpersonal, persuasion, influencing and negotiating skills. Excellent planning and organisational skills, with proven ability to prioritise and co-ordinate workloads, monitor and evaluate work, to ensure deadlines are achieved. Proven ability to apply initiative and strategic awareness to problem solving and decision making. Ability to motivate and lead small teams of specialist staff. Experience of managing projects with service / organisation impact.
Creativity and Innovation	Creative problem solving of issues, proactively anticipate problems and deliver solutions which enhance the quality and efficiency of services and the reputation of the council. Think and act strategically in problem solving and decision making in a complex political and business environment. A level of discretion is required in deciding what course of action to take and how to operate within the policy framework. Job holders will be required to contribute to long term strategies. Will be required to plan over a longer period (a year or more). Lead initiatives to design and deliver improvements and transformation. Manage projects or contribute to larger organisation wide programmes.
Contacts and Relationships	Provide advice and guidance to senior managers and the leadership team on a broad range of complex issues which could be contentious and challenging in nature. Ability to build strong relationships and engage successfully with colleagues /partners /customers / contractors and suppliers. Confident and expert at negotiation and advocacy, displaying tact and diplomacy to deal with complex situations. Ability to make difficult decisions to resolve issues and improve service delivery. Regular contacts will include: senior managers, leadership team, councillors, external bodies and partners. Consult with service users / stakeholders / partners to understand issues and challenges and provide recommendations for solutions. Manage relationships with customers, partner organisations and / or suppliers – monitor inbound and outbound service levels: discuss operational issues with partners.

	Lead professional and point of contact to provide technical specialist solutions. Apply good judgement, sensitivity and diplomacy required in all dealings with others. Be a representative on behalf of the service area / council internally and / or externally.
Decisions – Discretion & Consequences	Decisions lead to the setting of working standards and important procedures for the service area which have an impact across the organisation. Use initiative to manage responses to complex business / technical issues within the service. Make business decisions based on up to date specialist knowledge and analysis. Contribute to developing council strategy within the service area. The consequences of the decisions will have a significant effect across the organisation. Drive and delivery complex work programmes within or across specialist areas to meet established operational targets. Develop, implement, maintain and manage complex systems, policies, procedures and / or standards within specialist area whose outcomes can affect council wide approaches / business. Review the functionality of these in response to either internal or external drivers. Recommend and implement changes as required to meet organisational needs. Research, manage and evaluate complex information / data / feedback. Identify and interpret organisational issues, trends and problems which may have a broad impact both within the organisation and for partner organisations. Identify and recommend solutions where service delivery / business / performance risk has been identified. Lead initiatives to design and deliver improvements and transformation. Monitor and report on service standards as required.
Resources	Little or no responsibility for physical or financial resources.
Work Demands	Work subject to interruptions and deadlines, involving changing problems, circumstances or demand.
Work Environment	Office based but may involve some travelling to other council buildings.
Our Identity	<a href="#">Our Identity</a> sets out who we are and provides a shared understanding of how we are all expected to lead, work and act with each other, our partners and our residents to deliver our services and build stronger communities. They enable us to continually evolve and adapt to meet the changing needs of our residents and ensure that we continue to deliver great services and make a difference to the people of Wiltshire. All of us are expected to demonstrate the seven elements of <a href="#">Our Identity</a> in how we work to shape and create the organisation we want to be part of. It should influence our decisions, activities, projects and ways of working.
Skill Profile	To be demonstrating level 3 “expert” across all three skill areas of communication & customer service; performance through people; and personal effectiveness.
Health & Safety	All employees are required to carry out all duties and responsibilities with reasonable care for the health and safety of self and others and report any potential hazards or unsafe practices to their line manager.
Equalities	Wiltshire Council is committed to ensuring employees do not discriminate against colleagues, suppliers or third parties at work or harass or victimise others. Incidents of discrimination at work are taken seriously and employees are encouraged to report incidents via their manager or anonymously via <a href="#">the whistleblowing policy</a> .
Authority to work in the UK	All employees must have the legal authority to work in the UK. Non-UK nationals must have the relevant approval to work in the UK from the Home Office. Copies of any relevant documents provided as proof of right to work are retained for our records; by providing these proofs the council will treat this as consent.

The above profile is intended to describe the general nature and level of work performed by employees in this role and does not detail a list of all duties and responsibilities. The council reserves the right to amend this role profile as necessary.

## ROLE DESCRIPTION

<b>Role description:</b>	Communications and Engagement Business Manager (waste transformation) two-year fixed term	
<b>Role profile family:</b>	Organisational Support	
<b>Role profile number and grade:</b>	OS14-2857	Grade N
<b>Number of posts:</b>	1	
<b>Service/Team:</b>	Customer and Communications	
<b>Reports to:</b>	Head of Customer and Communications	

### Job Family overview

#### Organisational support job family overview:

Delivery of services to support the council and its partners in longer term; corporate compliance, contracting, planning, performance, policy and strategy.

- Focus on the business and service infrastructure of the council and its partners to ensure effective management and proper compliance.
- Advice and services rendered will generally be accepted as authoritative and recommended practice.
- Specialist area and/or management knowledge.
- Understanding area concepts and plans.
- Defining implications of external influences and trends.
- Shaping of council responses including service plans/strategies & policies.
- Definition & management of strategic planning processes.
- Monitoring and reporting of performance.

### Service / function Context

The overall responsibilities of the service/function are:

The council's communications team is responsible for delivering a centralised service that covers communication, marketing, events and reputation management to maintain and enhance the council's brand and how the organisation is seen.

All communications are targeted and timely to a range of audiences including customers, staff, elected members, media, partner organisations and other stakeholders (local, regional and national) to ensure that they are informed and aware of relevant council priorities, news, events, activities and policies.

The team promotes the council's work and its services, its work with partner organisations, and promoting Wiltshire as a place to work, visit and live in. The team also provides communications and marketing advice and expertise, as appropriate to a wide range of audiences.

## Job Purpose

The communications and engagement manager (waste transformation) is responsible for providing strategic support to deliver a communications and engagement programme of work for the waste transformation programme.

The communications and engagement manager (waste transformation) will work with a number of stakeholders across a range of service areas and including external partners to support the delivery of this complex programme of work using a broad range of communications and engagement channels.

Specific duties and responsibilities include:

- Working with stakeholders including the Head of Waste Management and Director of Environment to develop the long-term communications and engagement strategies for the waste transformation programme, impacting every household across Wiltshire. This will include managing the communications and engagement with stakeholders at all stages of the project in Wiltshire.
- Providing advice and guidance on the best approach to communications and engagement on complex projects and issues which could be contentious and challenging with stakeholders.
- Applying expert knowledge to proactively anticipate interest in potentially negative issues and formulating and implementing a communications and engagement strategy to mitigate the impact upon the council's reputation.
- Liaising with senior staff and cabinet members on strategies for managing stakeholders on both positive and potentially negative issues, including managing the development of the communications and engagement strategies.
- Demonstrating highly developed levels of tact and diplomacy to deal with conflicting opinions to achieve the most effective strategy for communicating potentially complex and controversial issues.
- Representing the service area at key internal meetings and events and representing the organisation at key external events and meetings. Ability to make difficult decisions to offer solutions to problems and resolve issues.
- Providing professional advice on crisis management to elected members, senior officers and other members of staff.
- Delivery of complex communications and engagement programmes to achieve established and agreed objectives. This will include developing and delivering a comprehensive communications and engagement strategy, and, where appropriate, delegating tasks to members of the Communications, Marketing and Events team and the Waste & Recycling Engagement Officer.
- Supervising the successful delivery of the Communications and Engagement strategies for the waste transformation project in Wiltshire.
- Commissioning promotional/communications materials and services in support of specific campaigns, events and marketing promotions where it is appropriate for the target audience and delivers value for money.
- Building relationships with key stakeholders both within the organisation, in Wiltshire communities and at a national level, including local and national journalists, bloggers, community groups, and partner organisations.
- All members of the service will be required to take joint responsible for monitoring all social media channels, either highlighting and escalating any concerns or queries or responding as appropriate.

Specific requirements for this post:

- The post holders will be required to participate in an out-of-hours communications service on a rota basis.
- This post may involve evening and weekend work as necessary for events and

promotions.

## Person Specification

Specific qualifications, knowledge, and skills required for this role:

### Essential

This role will require specialist knowledge in the following communications and engagement skills:

- Expert knowledge of strategic and operational issues affecting local government.
- Degree (or equivalent experience) in communications-related field, or degree with post-graduate diploma in journalism or public relations.
- Professional qualification such as CIM or CIPR diploma or equivalent experience.
- Membership of relevant professional body e.g. CIM or CIPR.
- Project management qualification or equivalent experience.
- At least five years' experience working in a press or communications team.
- Excellent political awareness and understanding of the political context of the post.
- Proven excellent writing ability, including writing for the web and generating excellent social and online content, along with writing for traditional publications.
- Previous experience of applying expert knowledge of the media and pre-empting what the media's interest will be in particular issues.
- Expert knowledge of all communications channels including all forms of digital and social media and the web, Proven commitment to maintaining and updating knowledge with the latest developments in all forms of digital and social media.
- Proven ability to forward plan a comprehensive programme of engagement activities and events with both internal and external stakeholders.
- Experience of working within a political environment.
- Experience of working with a range of internal and external stakeholders, including the ability to negotiate to achieve the best outcome when there may be differing opinions and offering advice and guidance.
- Experience of managing the communications and engagement on high profile projects with wide-ranging impact across a number of channels, including organising stakeholder events.
- Proven ability to make quick decisions, independently.
- Ability to advise senior officers and members on communications strategies and managing the media.
- Proven ability to sensitively, tactfully and diplomatically deal with conflicting requests, making informed decisions about the most appropriate action required.
- Previous experience of successfully managing multiple high profile projects and conflicting deadlines.
- Skills in segmenting audiences and selecting appropriate channels to reach them.

### Desirable

Career graded posts (where applicable)
This post does not form part of a career grade structure.

## Supporting information

### Driving classification

#### Occasional driver

A valid UK driving licence is not required. Occasionally may need to travel to different locations in order to undertake the duties of the role.

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#### Regular Driver

Must hold a valid UK driving licence (with no more than 6 penalty points) and have access to either their own car or a pool car in order to undertake the duties of the role

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Or

other forms of transport are available and viable to perform the role.

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#### Required Driver

Must hold a valid UK driving licence (with no more than 3 penalty points) and will drive a vehicle supplied by the Council in order to undertake the duties of the role.

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Employees should refer to the Corporate Driving at Work policy for further information.

### Driving trigger points

The trigger points set out below, regarding driving licence points and at-fault accidents, apply to all staff who drive on council business.

Trigger Points	Corrective Driver Training Course or further action	Additional corrective training if appropriate or further action
Points on driving licence	6	9

Trigger Points	Discussion and advice on expected driving standards	Corrective Driver Training Course or further action	Additional corrective training if appropriate or further action
At fault accidents within a two-year period (whether work or personal)	1	2	3

Job applicants who drive must have 9 or less points on their driving licence and must have less than 4 at fault accidents within a two-year period. If they meet the trigger points, they will be subject to the actions outlined in the table above.

If holding a valid licence, occasional drivers will need to declare penalty points and no-fault accidents as requested. Depending on the role, decisions as to whether this might either affect appointment or require corrective driver training, will be made case by case.

### Political restriction



This role is politically restricted. The job holder is not permitted to undertake political activity involving standing for election as a member of parliament, as an MEP, as a member of the Scottish or Welsh Parliaments, or as a local councillor. The job holder is furthermore not permitted to canvass on behalf of a political party or a person who is already, or who seeks to be, a candidate. In addition, they may not speak to the public or publish any written or artistic work that could give the impression they are advocating support for a political party.	<input checked="" type="checkbox"/>
This role is not politically restricted.	<input type="checkbox"/>

## Professional fees and related occupational costs

As part of this role, or to support professional development, the job holder is required to be a member of a professional body or association. The job holder is responsible for payment of all professional fees, memberships, registrations or subscriptions and no reimbursement or contribution towards these will be provided by the council.	<input checked="" type="checkbox"/>
This role does not have any professional or occupational membership requirements.	<input type="checkbox"/>

## Clearances – Disclosure & Barring Service (DBS)

<b>This role will be engaged in ‘regulated activity’ providing specific services relating to children or vulnerable adults and is subject to a Disclosure from the Disclosure and Barring Service.</b>	<input type="checkbox"/>
This role is exempt from the Rehabilitation of Offenders Act 1974 and will require an Enhanced DBS check before appointment can be confirmed.	<input type="checkbox"/>
This role is exempt from the Rehabilitation of Offenders Act 1974 and will require a Standard DBS check.	<input type="checkbox"/>
This role is not subject to a Disclosure from the Disclosure and Barring Service in order to undertake the duties of the role.	<input checked="" type="checkbox"/>

## Clearances – Baseline Personnel Security Standard (BPSS)

This role requires access to the GCSX network and is subject to a BPSS check.	<input type="checkbox"/>
This role is not subject to a BPSS check.	<input checked="" type="checkbox"/>

## Clearances – Non-Police Personnel Vetting (NPPV)

This role requires working in partnership with the police, and/or having access to Police related systems and is subject to a NPPV check at <b>level 2*</b> . (*regular access to police premises and police information, intelligence and financial or operational assets. Occasional access to those deemed ‘secret’).	<input type="checkbox"/>
This role requires working in partnership with the police, and/or having access to Police related systems and is subject to a NPPV check at <b>level 3*</b> (*regular unsupervised access to police premises and/or access to police information and/or information systems and/or hard copy material either on police premises or by remote access up to “secret” level. A level 3 includes a check on you, your spouse/partner, co-residents, and all family members).	<input type="checkbox"/>



This role is not subject to a NPPV check.	<input checked="" type="checkbox"/>
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Safeguarding	
For all roles within Children's Services. Wiltshire Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and all staff are expected to share this commitment. You will be expected to report any concerns relating to the safeguarding of children, young people or vulnerable adults in accordance with agreed procedures. If your own conduct in relation to the safeguarding of children, young people or vulnerable adults gives cause for concern, the council's agreed child protection/vulnerable adults protection procedures will be followed.	<input type="checkbox"/>
For all roles within Adult Social Services. Wiltshire Council is committed to safeguarding and promoting the welfare of vulnerable adults and all staff working for the council are expected to share a commitment to this. You will be expected to report any concerns relating to the possible abuse of a vulnerable adult in accordance with the agreed interagency safeguarding adults' procedures. If your own conduct in relation to the safeguarding of vulnerable adults gives cause for concern, the council's agreed interagency safeguarding adults' procedures will be followed, alongside implementation of the council's disciplinary procedure. The job holder is accountable for their safeguarding of vulnerable adult responsibilities to their line manager.	<input type="checkbox"/>
For all other roles within the council. Wiltshire Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and all staff are expected to share this commitment. You will be expected to report any concerns relating to the safeguarding of children, young people or vulnerable adults in accordance with agreed procedures. If your own conduct in relation to the safeguarding of children, young people or vulnerable adults gives cause for concern, the council's agreed child protection/vulnerable adults protection procedures will be followed.	<input checked="" type="checkbox"/>