The City of Wolverhampton Council

Job Description

Job Title:	Corporate Communications Campaign Manager
Directorate:	West Midlands Pension Fund
Service:	Communications
Location:	Any suitable location within the City of Wolverhampton
Workstyle:	Flexible
Responsible to:	Head of Corporate Communications
Responsible For:	Graphics & Branding Lead, Corporate Communications Content Lead
Grade:	8

Job Purpose and Role:
Reporting to the Head of Corporate Communications, manage the effective and efficient operation of the Fund's campaign planning, communications grid management and delivery co-ordination activity within the communications function, ensuring the provision of high performing, customer focused communications services and support.

The post holder works closely with the Head of Communications and wider colleagues to implement the communications strategy and functional plan in support of the Fund's business objectives now and into the future.

Principal Duties and Responsibilities:
The post holder has the following principal areas of responsibility:

1. Lead and manage the Fund's communications planning and campaign delivery activity, ensuring work is prioritised, co-ordinated and delivered in line with agreed objectives.

2. Manage the communications grid, forward plan and campaign planning process, working with teams across the Fund to sequence activity and manage dependencies.

3. Develop and manage campaign plans for priority activity, including member, employer, internal, responsible investment, governance, consultation and change communications.

4. Support the Head of Communications with functional planning, performance reporting, resource planning and governance of communications delivery.

5. Track progress, risks, actions and decisions across the communications work programme, escalating issues where required.

6. Support colleagues to develop clear briefs, objectives, audience plans, messages, timelines and evaluation measures.

The post holder may from time to time need to support confidential and sensitive projects or initiatives where high standards of integrity and information governance are required.

Specific Duties and Responsibilities

Leadership & Management:

1. Implement the communications strategy of the West Midlands Pension Fund, supporting the Head of Communications in the development of this strategy as required.

2. Contribute to the implementation of the Fund's Corporate Plan and support the strategies of other functional areas where communications activity is required.

3. Produce an annual functional delivery plan for the campaign management team and engage with budget setting where required.

4. Implement the functional plan in line with agreed budget, standards and expectations.

5. Working with direct reports, suppliers or colleagues, ensure that work is managed, delegated, co-ordinated and delivered across the relevant activity area.

6. Manage staffing, suppliers or project resources as required, including recruitment, development, appraisal and performance management where applicable.

7. Ensure a customer focused culture aligned to the Fund's values, behaviours and expectations.

8. Promote values, behaviours and expectations across the Fund through the delivery of communications activity.

9. Ensure the skills, capability and services within the relevant activity area are appropriate to meet the needs of the Fund's key stakeholders.

10. Work with the Head of Communications to ensure value for money is delivered.

11. Identify and propose projects and initiatives for consideration by the Head of Communications. Undertake ad-hoc assignments as necessary in support of other functions within the Fund.

12. Take part in benchmarking of team performance and practice where appropriate.

13. Deputise for the Head of Communications on matters relevant to the role as required.

Internal Controls, Policies & Delegation:

14. Identify operational communications risks within the role area and establish mitigating controls, reporting and managing these on an ongoing basis.

15. Contribute to the review and management of risks related to the communications

function and ensure compliance with the Fund's risk management framework.

16. Ensure the operation of agreed communications controls and procedures, working with the Head of Communications to develop and implement these as required.

17. Ensure the application of agreed approval routes, limits and delegations.

18. Analyse errors, feedback or issues within the relevant activity area and implement agreed solutions where these may affect the Fund's reputation or operational delivery.

19. Manage business continuity arrangements for the relevant activity area, including annual review and testing where required.

20. Support the Fund's value for money analysis.

21. Manage the maintenance of policies, guidance, procedures and standards relevant to the role area.

Communications Delivery:

22. Manage the delivery of campaign planning, integrated delivery, forward planning and communications governance in line with the communications strategy and functional plan.

23. Work with subject matter experts to ensure communications are accurate, timely, accessible and appropriate for the intended audience.

24. Prepare and review communications plans, briefs, content, reports and advice for internal and external audiences.

25. Ensure activity is planned through the communications grid and aligned with wider Fund priorities and dependencies.

26. Support the management of sensitive communications, ensuring clear messages, appropriate approvals and escalation where required.

27. Ensure equality, diversity, inclusion, accessibility, data protection and information governance requirements are considered in communications activity.

Innovation and Improvement:

28. Develop business cases and recommendations about continual improvement in the communications function.

29. Support the development of business cases and recommendations by other stakeholders where communications activity is required.

30. Identify opportunities to improve planning, content, channel management, insight, stakeholder handling or delivery processes within the role area.

Knowledge Sharing & Training:

31. Manage the production and ongoing review of procedure notes, guidance and templates for the relevant activity area.

32. Ensure colleagues, direct reports or suppliers have the required skills, knowledge and information to complete their roles.

33. Support and promote the development of team members as part of succession planning for the communications function.

34. Share learning, insight and good practice across the communications function and wider Fund as appropriate.

Reporting:

35. Routinely report on the performance and operation of the relevant activity area in line with the governance framework.

36. Report on progress, achievement, risks and issues relating to the functional plan and communications grid.

37. Ensure relevant KPIs and evaluation measures are met and reported.

38. Represent the communications function within internal meetings and externally as needed or directed by the Head of Communications.

39. Responsible for responding to FOI requests relating to the role area and liaising with governance services as required.

General Duties

40. To participate in employee development, appraisal and training, including continuous professional development, in accordance with training and development strategies which may be implemented from time to time.

41. To act in accordance with the Council's Constitution and other Codes of Conduct.

42. To comply with the Council's agreed policies and procedures including Health and Safety, Equal Opportunities, Freedom of Information, Financial Management Regulations, Data Protection, Computer Misuse, software copyright legislation and the Council’s Computer Security Statement.

43. To undertake any other tasks, duties and responsibilities as directed and appropriate to the grade and role of the post, subject to any reasonable adjustments under the Equality Act 2010.

44. To participate in the wider development of the Fund and contribute to the Fund’s improvement as required.

45. Effectively manage and review allocated contracts or supplier relationships where required, ensuring the required level of performance and value for money is achieved.

46. Work with key stakeholders when required to support the delivery of Council and Fund objectives.

47. City of Wolverhampton Council is committed to Corporate Parenting.

"Corporate Parenting is the collective responsibility of the Council to provide the best possible care and protection for children who are looked after."

Effective date ……
Signature of jobholder ……..

City of Wolverhampton Council

Personnel Specification

Post Designation: Corporate Communications Campaign Manager

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FACTORS	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
Qualifications	Educated to degree level or qualified by extensive directly relevant experience in communications, public relations, stakeholder engagement, journalism, marketing, public affairs or a related discipline. Evidence of relevant professional development or membership of a relevant professional body such as CIPR, IoIC, PRCA, CIM or equivalent.	Postgraduate qualification or equivalent professional accreditation in communications, public affairs, change, marketing or a related discipline. Knowledge of the Local Government Pension Scheme.	Application Form Production of Certificates
Training	Remain up to date on communications practice, public sector requirements, accessibility standards, data protection, information governance and relevant pensions or local government developments. Attendance at courses, seminars and other training to improve personal skills and knowledge applicable to the post.	Participation in formal continuing professional development arrangements.	Application Form Interview

FACTORS	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
Experience	Substantial experience of managing communications activity within a relevant public, private or third sector organisation. Evidence of successful cross-function working and preparing clear information for a range of audiences. Experience of developing communications plans, managing delivery and reporting progress. Experience of managing competing priorities and working accurately to deadlines. Experience of supporting individuals, colleagues or suppliers to deliver agreed outputs.	Experience working within a Pension Fund, local government, pensions, financial services or regulated environment. Experience of presenting data and reporting to senior management or governance groups.	Application Form Interview References
Special Knowledge/Skills	Strong knowledge and understanding of campaign planning, project co-ordination, delivery management, risk tracking and communications evaluation. Ability to plan, manage and evaluate communications activity in line with agreed objectives. Ability to produce clear, accurate and accessible content for different audiences and channels. Understanding of information governance, data protection, accessibility and reputational risk in communications activity.	Systematic approach and analytical skills. Ability to understand and explain complex or technical issues in plain English.	Application Form Interview References

FACTORS	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
	Ability to work with insight, feedback or delivery information to improve communications activity. Strong written, verbal and editorial skills.		
Personal Qualities	Able to use initiative within delegated authority and work with limited supervision. Calm, credible and resilient when managing sensitive issues, competing priorities or short deadlines. Able to build effective working relationships across diverse stakeholder groups. Pragmatic and risk-focused, with sound judgement. Team player who shares knowledge, supports colleagues and challenges constructively when required.	Good research skills.	References Interview Testing
Interests and Motivation relevant to the job	Self-motivated. Commitment to maintain professional and ethical standards and continuous professional development. Desire to support high levels of service to internal and external stakeholders. Motivated to help the Fund communicate clearly, build trust and demonstrate value for money.	Self-starter. Interest in public service, pensions and the Local Government Pension Scheme.	Application Form References Interview

FACTORS	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
Commitment	To achieve work targets within specified timescales. To make constructive and positive contributions to delivery of the communications functional plan and the Fund's Corporate Plan. To uphold equality, diversity, inclusion, health and safety, data protection and information governance responsibilities in line with Council and Fund policies.	-	References Interview