

## The City of Wolverhampton Council

### Job Description

|                        |                                                        |
|------------------------|--------------------------------------------------------|
| <b>Job title:</b>      | Head of Corporate Communications                       |
| <b>Directorate:</b>    | West Midlands Pension Fund                             |
| <b>Service:</b>        | Pensions                                               |
| <b>Location:</b>       | Any suitable location within the City of Wolverhampton |
| <b>Workstyle:</b>      | Flexible                                               |
| <b>Responsible to:</b> | Deputy Director of Governance and Corporate Services   |
| <b>Direct Reports:</b> | Campaign Manager, Digital and Measurement Lead         |
| <b>Grade:</b>          | 10                                                     |

### Job Purpose and Role:

Reporting to the Deputy Director of Governance and Corporate Services, lead the effective and efficient operation of the Fund's communications function, ensuring the provision of clear, timely and customer focused communications advice, planning and delivery.

The post holder provides leadership for communications strategy, stakeholder engagement, reputation management, internal communications, external communications, issues management, digital communications and communications planning.

They also lead the strategic development of the function, aligned to the Fund's Corporate Plan and operating model.

The post holder works closely with the Fund's SLT and wider colleagues to develop, implement and manage a communications strategy that supports the business objectives of the Fund 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 function, ensuring appropriate communications advice, planning, content and information is provided to internal and external users across stakeholder engagement, internal communications, external communications, digital communications, campaigns and issues management.
2. Optimise the use of communications resources, working with SLT and operational leads to support corporate priorities, service improvement, member and employer communications, responsible investment communications, stakeholder engagement and reputation management.

3. Lead the development and delivery of the Fund's communications strategy, communications functional plan and content planning arrangements.
4. Provide senior communications advice to the Executive Director, SLT and senior colleagues on sensitive, complex or high-profile matters, including reputational issues, stakeholder matters, media interest and internal change.
5. Oversee the planning and delivery of clear, accurate and accessible communications for members, employers, councillors, Committee and Board stakeholders, colleagues, partners and other interested parties.
6. Ensure the communications function supports the Fund's transformation, customer service, governance, responsible investment and corporate priorities through clear narrative, consistent messaging and planned engagement.
7. Ensure the operation and continuous improvement of a robust communications control environment, including business continuity arrangements, approval routes, publication controls, channel governance and management of reputational risk.
8. Responsible for overseeing communications policies, standards, procedures and guidance, including brand, tone of voice, accessibility, content approval, stakeholder handling, social media, data protection and information governance requirements.

It is expected that the post holder will from time to time need to lead or support confidential and sensitive projects or initiatives where high standards of integrity and information governance are required.

### **Specific Duties and Responsibilities**

#### *Leadership & Management:*

1. Develop and implement the communications strategy of the West Midlands Pension Fund.
2. Directly contribute to the implementation of the Fund's Corporate Plan and support the development of Fund strategies and functional plans where communications, engagement or reputation are material to delivery.
3. Develop for approval and implement a budgeted communications functional plan, including delivery priorities, resourcing requirements, KPIs and reporting arrangements.
4. Working with direct reports, ensure that communications work is managed, delegated, co-ordinated and delivered across the function.
5. Manage communications function staffing, including resource planning, recruitment, professional development, appraisal and performance management.
6. Establish and develop a customer focused culture within the communications team, aligned to the Fund's values, behaviours and expectations. Ensure excellent customer service is consistently delivered to both internal and external customers and stakeholders.
7. Promote the Fund's values, behaviours and expectations across the communications function and the wider Fund.
8. Ensure that the structure, skills, capability and services within the communications function remain appropriate to meet the needs of the Fund's key stakeholders.

9. Ensure resources are aligned to operational need each year and that communications activity demonstrates value for money.
10. Appraise communications projects and initiatives, and undertake ad-hoc assignments in support of the wider functions and responsibilities of the Fund.
11. Benchmark communications performance and practice where appropriate, ensuring the Fund keeps pace with relevant public sector, pensions and digital communications practice.
12. Deputise for the relevant SLT member on communications matters when required.

*Internal Controls, Policies & Delegation:*

12. Identify key communications, stakeholder and reputational risks and establish mitigating controls, reporting and managing these on an ongoing basis.
13. Develop, implement and maintain suitable communications controls and procedures appropriate to a public sector pension fund environment.
14. Ensure suitable approval limits and delegations are in place to support timely communications delivery and minimise control risk.
15. Oversee the analysis of communications errors, channel issues or stakeholder feedback, and develop appropriate solutions where matters may affect the Fund's reputation or operational delivery.
16. Ensure procedure notes, standards and guidance are in place for the operation of the communications function and remain accurate and complete.
17. Ensure data protection, information governance, accessibility, equality and records management requirements are embedded in communications planning and delivery.

*Communications Strategy, Reputation and Stakeholder Engagement:*

18. Lead the development of a clear communications narrative for the Fund, aligned to its Corporate Plan, member value, service improvement, governance, responsible investment and regional role.
19. Lead stakeholder engagement planning for political, employer, member, partner and sector audiences, working with functional leads to ensure engagement is planned, recorded and followed through.
20. Provide senior advice on issues management, media handling and reputational risk, ensuring the Fund has clear lines, agreed spokespeople and appropriate escalation routes.
21. Oversee internal communications activity that helps colleagues understand the Fund's priorities, service expectations, transformation activity and their role in delivery.
22. Oversee external communications activity including website content, media handling, LinkedIn, newsletters, publications, campaigns and event communications.
23. Ensure communications activity supports good member and employer experience, including clear signposting, plain English content and accessible formats.

*Contract Management:*

24. Oversee and manage negotiation and subsequent governance and performance management of any 3rd Party Suppliers, service level agreements, and contracts involved in the delivery of communications services to the Fund.

*Innovation and Improvement:*

25. Develop business cases and recommendations about continual improvement in the communications function.
26. Support as required the development of business cases and recommendations by other stakeholders where communications, engagement, reputation or customer experience are material considerations.
27. Lead the improvement of communications planning, measurement, channel management, stakeholder insight and content governance.

*Reporting:*

28. Routinely report on the performance and operation of the communications function and associated supplier contracts in line with the Fund's governance framework.
29. Set and ensure completion of communications KPIs, including channel performance, content delivery, engagement measures, stakeholder activity, sentiment and issue tracking where appropriate.
30. Represent the communications function within internal meetings and externally as needed or directed by the relevant SLT member.
31. Responsible for responding to FOI requests relating to communications matters and liaising with governance services as required.

**General Duties**

32. To participate in employee development, appraisal, and training, including continuous professional development. To undertake own suitable training and development, both specialist/technical and to build on and maintain interpersonal/management skills, in accordance with training and development strategies which may be implemented from time to time.
33. To act in accordance with the Council's Constitution and other Codes of Conduct.
34. To comply with the Council's agreed policies and procedures including but not limited to Health and Safety, and Equal Opportunities Policies, Freedom of Information Act, Financial Management Regulations and other Legislation. The Post holder must comply with the provisions of all Data Protection and Computer Misuse Computer software, Copyright Legislation and the Council's Computer Security Statement.
35. 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 Disability Discrimination Act 1995 as incorporated into the Equality Act 2010.
36. To participate in the wider development of the Fund and contribute to the Fund's improvement as required.
37. Effectively manage and review allocated contracts to ensure the required level of performance and best value is achieved in line with the Council's key strategies as appropriate and training provided.
38. Work with key stakeholders when required to effectively manage contracts to achieve the best outcome for the delivery of the Council's objectives as appropriate and training provided.
39. 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: Head of Corporate Communications

##### Job Purpose and Role:

Reporting to the Deputy Director of Governance and Corporate Services, lead the effective and efficient operation of the Fund's communications function, ensuring the provision of clear, timely and customer focused communications advice, planning and delivery.

The post holder provides leadership for communications strategy, stakeholder engagement, reputation management, internal communications, external communications, issues management, digital communications and communications planning.

They also lead the strategic development of the function, aligned to the Fund's Corporate Plan and operating model.

The post holder works closely with the Fund's SLT and wider colleagues to develop, implement and manage a communications strategy that supports the business objectives of the Fund now and into the future.

| FACTORS        | ESSENTIAL                                                                                                                                                                                                                                                                                                                                                          | DESIRABLE                                                                                                                                                                                                         | HOW IDENTIFIED                                            |
|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| Qualifications | <p>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.</p> <p>Evidence of relevant professional development or membership of a relevant professional body such as CIPR, IoIC, PRCA, CIM or equivalent.</p> | <p>Postgraduate qualification or equivalent professional accreditation in communications, public affairs, change, marketing or a related discipline.</p> <p>Knowledge of the Local Government Pension Scheme.</p> | <p>Application Form</p> <p>Production of Certificates</p> |
| Training       | Remain up to date on communications practice, public sector requirements, accessibility standards, data protection, information governance and                                                                                                                                                                                                                     | Participation in formal continuing professional development arrangements.                                                                                                                                         | <p>Application Form</p> <p>Interview</p>                  |

| FACTORS                  | ESSENTIAL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | DESIRABLE                                                                                                                                                                                                                                                                            | HOW IDENTIFIED                                             |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
|                          | <p>relevant pensions or local government developments.</p> <p>Attendance at courses, seminars and other training to improve personal skills and knowledge applicable to the post.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                      |                                                            |
| Experience               | <p>Significant experience of communications leadership or senior management in a relevant public, private or third sector organisation.</p> <p>Successful experience of leading, managing and developing a communications function with a clear service focus and a performance culture.</p> <p>Experience of advising senior leaders on communications, stakeholder engagement, reputation, issues management and internal communications.</p> <p>Evidence of successful stakeholder management and preparing clear material for a range of audiences.</p> <p>Experience of developing and leading improvement within a communications function.</p> | <p>Experience working within a Pension Fund environment.</p> <p>Experience working within a Pension Fund, local government, pensions, financial services or regulated environment.</p> <p>Experience of presenting data and reporting to senior management or governance groups.</p> | <p>Application Form</p> <p>Interview</p> <p>References</p> |
| Special Knowledge/Skills | <p>Strong understanding of strategic communications, stakeholder engagement, internal communications, media handling, digital communications, brand management, campaign planning and evaluation.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>Systematic approach and analytical skills.</p> <p>Ability to understand and explain complex or technical issues in plain English.</p>                                                                                                                                             | <p>Application Form</p> <p>Interview</p> <p>References</p> |

| FACTORS            | ESSENTIAL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | DESIRABLE            | HOW IDENTIFIED                                    |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|---------------------------------------------------|
|                    | <p>Well-developed strategic planning and execution skills, with the ability to align communications activity to the Fund's Corporate Plan.</p> <p>Ability to advise senior leaders on sensitive and complex matters with sound judgement.</p> <p>Understanding of information governance, data protection, accessibility and reputational risk in communications services.</p> <p>Ability to lead multidisciplinary teams and build capability across a communications function.</p> <p>Strong written, verbal and editorial skills.</p> |                      |                                                   |
| Personal Qualities | <p>Strategic thinker, able to see the bigger picture.</p> <p>Able to use initiative within delegated authority and work with limited supervision.</p> <p>Calm, credible and resilient when managing sensitive issues, competing priorities or short deadlines.</p> <p>Able to build effective working relationships across diverse stakeholder groups.</p> <p>Pragmatic and risk-focused, with sound judgement.</p> <p>Team player who shares knowledge, supports colleagues and challenges constructively when required.</p>            | Good research skills | <p>References</p> <p>Interview</p> <p>Testing</p> |

| FACTORS                                      | ESSENTIAL                                                                                                                                                                                                                                                                                                                                                                   | DESIRABLE                                                                                    | HOW IDENTIFIED                                             |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------|
| Interests and Motivation relevant to the job | <p>Self-motivated.</p> <p>Commitment to maintain professional and ethical standards and continuous professional development.</p> <p>Desire to support high levels of service to internal and external stakeholders.</p> <p>Motivated to help the Fund communicate clearly, build trust and demonstrate value for money.</p>                                                 | <p>Self starter.</p> <p>Interest in and knowledge of the Local Government Pension Scheme</p> | <p>Application Form</p> <p>References</p> <p>Interview</p> |
| Commitment                                   | <p>To achieve work targets within specified timescales.</p> <p>To make constructive and positive contributions to delivery of the communications functional plan and the Fund's Corporate Plan.</p> <p>To uphold equality, diversity, inclusion, health and safety, data protection and information governance responsibilities in line with Council and Fund policies.</p> |                                                                                              | <p>References</p> <p>Interview</p>                         |