

Job Description

Job title:	Policy and Communications Manager
Grade:	PO5
Division:	Policy and Communications
Reports to:	Senior Service Manager (Policy and Communications)
Responsible for:	Up to 10 staff

Main purpose of the post:

Work collaboratively with managers within the respective service areas (up to and including Director level), providing advice and support using professional knowledge and skills proactively to identify, investigate, analyse and evaluate issues/options across the policy, performance and communications functions. Support the delivery of strategic projects and deliver a comprehensive work programme for the service. Providing advice and support to members, officers and partners at the most senior level.

Generic responsibilities:

1. Working with senior management, external partners, regulators and members, co-ordinate and deliver the authority's policy, performance and communications approach. Focus work programme to achieve the council's outcomes and take personal responsibility for delivering improvements to the council's reputation.
2. Develop and maintain specialist knowledge and understanding of traded services, policy; performance or communications, and take responsibility for advising colleagues on changes arising from new or amended legislation or professional practices, ensuring that the council's processes are compliant with the appropriate regulatory and specialist requirements. Support a consistency of approach and evidence the impact of the work activity.
3. Represent the Heads of Service or PO7/8s in relationships with stakeholders including senior colleagues, external partners and contractors, regulators and members, working to achieve optimal outcomes for the council
4. Manage the delivery of Policy and Communications services to the council's directorates and work with colleagues across Policy and Communications to co-ordinate agreed outputs and outcomes to the directorates.
5. Input into the regular review and revision of the council's long-term business strategy and plans, taking account of complex factors and relationships including, but not limited to, financial constraints, new legislation and government policy, sustainability, partnership opportunities and other strategic considerations.
6. Research and contribute to reports to formal Council committees and other governance bodies that detail the policy, performance and communications implications of the council's activity and provide advice, guidance and a practical approach to these bodies around the way that they should deliver the council's services.

7. Deliver, monitor and report policy, performance and communications services to the highest professional standards and to input into the development and delivery of innovative solutions to support services in the context of a challenging public sector environment.
8. Assess the effectiveness of existing approaches and recommend innovative enhancements.
9. Contribute to insight-led customer-centred strategies for service delivery which promote collaborative and partnership ways of working.
10. Work with Heads of Service and PO7/8s to make sure that all Members and Directors get the necessary advice and information to enable them to fulfil their roles effectively in policy making, performance management and communications.
11. Make most day-to-day operational management decisions and to amend the work priorities of own service area in order to respond effectively to emerging issues and changing corporate priorities, referring only those with high impact or political sensitivity.
12. Manage recruitment processes (including probationary period), setting of objectives and work plans, performance monitoring and management (including appraisals) and staff development (including training needs analysis) for team(s) of direct reports in accordance with council policies and liP standards.
13. Contribute to the timely response to queries from Councillors, Media and other stakeholders in accordance with council procedures.
14. To work with external suppliers and contractors to ensure the team and authority can achieve value for money and positively impact on outcomes
15. To maintain a risk management strategy and approach.
16. To take personal responsibility for the good use of the council's resources appropriate to the job level and work area and to agree appropriate levels of contribution to the team income target.
17. To deputise for the PO7 as required.
18. To ensure that all actions comply with the Council's policies on diversity and equal opportunities and health and safety.
19. To report and respond to safeguarding concerns that may be identified and contribute as appropriate to the investigation of those concerns.
20. To undertake other duties which might be reasonably requested from time to time.

Person Specification

Job title: Policy and Communications Manager (PO5)

<p>It is essential that in your written supporting statement you give evidence or examples of your proven experience in each of the short-listing criteria marked Application (A)</p> <p>You should expect that all areas listed below will be assessed as part of the interview and assessment process should you be shortlisted.</p> <p>If you are applying under the Disability Confidence scheme, you will need to give evidence or examples of your proven experience in the areas marked with "Ticks" (✓) on the person specification when you complete the application form.</p>			Short listing Criteria
<i>Education</i>	Q1	<p>Educated to degree level and a professional relevant qualification e.g. CIPR, CMI</p> <p>For current employees, there is an expectation that they will hold or be willing to work towards a relevant qualification.</p>	A
<i>Key Knowledge</i>	K1	Detailed and up to date knowledge and understanding of relevant central and local Government policy and processes for communications, performance or policy	✓ A
	K2	Experience of commissioning projects and programmes of work from a range of providers, including complex contract negotiation	
	K3	Extensive experience of working in highly complex and political environments	✓ A
<i>Relevant Experience</i>	E1	Substantial experience defining business needs and identifying principle demands and cost drivers for services	✓ A
	E2	Extensive experience in delivering transformation in service operation and improved outcomes for local people	✓ A
	E3	Extensive experience of developing and commissioning programmes of work	

<p>Key Behaviours</p>	<p>Focuses on people is about considering the people who our work affects, internally and externally. It's about treating people fairly and improving the lives of those we impact. Put people at the heart of our work, after all that's our business. It's about making our processes fit people. For example</p> <ul style="list-style-type: none"> • Be aware of the customer's needs and how our actions have impacted on the overall customer experience putting things right when we need to. • Represents the Council in a positive manner to protect the Council's reputation • Uses customer insight to improve service delivery at every opportunity • 	
	<p>Takes ownership is about being proactive and owning our personal objectives. It's about seizing opportunities, driving excellence, engaging with the council's objectives, and furthering our professional development. For example</p> <ul style="list-style-type: none"> ▪ Works with minimum supervision and takes the initiative to resolve issues as and when they arise. ▪ Constantly challenges the way we do things to drive improvement. ▪ Identifies personal training needs and constantly looks to develop skills and knowledge. 	<p>✓A</p>
	<p>Works collaboratively is about helping each other, developing relationships, and understanding other people's roles. It's about working together with colleagues, partners, and customers to earn their respect, and get the best results. For example</p> <ul style="list-style-type: none"> • Supports colleagues and provides help and assistance as and when required. • Builds strong relationships with key partners and suppliers to deliver positive outcomes. • Participates in group discussion, sharing their experience and knowledge 	<p>✓A</p>

	<p>Communicates effectively is about how we talk, write and engage with others. It's about using simple, clear and open language to establish positive relationships with others. It's also about how you listen and make yourself open to conversation. For example</p> <ul style="list-style-type: none"> • Ensures reports, documents, and communications are clear and relevant to the audience. • Adapts own communication style to tailor your message to your audience • Shapes team culture by the way we engage with customers and colleagues in line with the Council's FRESH values 	<p>✓A</p>
	<p>Focuses on results is about ambition and achievement. It's about making sure we are working towards the end product and considering the effect of our service. It's about making the right impact, having the right result and changing things for the better. For example,</p> <ul style="list-style-type: none"> • Defines what good looks like to ensure outcomes are achieved • Sets clear milestones, tasks and plans to ensure results are delivered to time and to the required quality • Manages own time effectively to prioritise work that delivers the maximum benefit for the service and our customers 	

Policy and Communications areas of responsibility

The remit of this division includes: performance and service improvement; policy and partnerships; communications; events; the Leader's Office and Lamco. The post-holder will be expected carry out detailed work against one of the main remits and collaborate with colleagues across other remits to provide a joined up service.

1 Performance and service improvement:

This team works closely with colleagues across the council to monitor performance and understand the reasons behind any performance issues from both a practical and strategic level. This includes strategic performance management; performance monitoring; service improvement planning; providing assurance to management and cabinet; defining, advising and monitoring service improvement interventions. The team works closely with services and Directors to take a shared approach to performance management.

2 Policy and partnerships:

This area co-ordinates and sets out how the organisation and partners will enable, deliver and measure the ambitions of the administration and the borough. They will articulate this through the Community Plan; coordinate processes for business planning and budget development and monitoring their achievement. The team coordinate the role of the partnership boards; providing guidance and advice to the strategic partnership and developing strong links in order to develop collaborative approaches on behalf of the organisation. They also lead on a range of skills to support business intelligence and how insight, data, consultation and research are co-ordinated to improve decision making and increase our understanding of how the council is performing for our residents.

3 Communications and stakeholders:

The communications team is responsible for campaigns, promotions, media, public affairs, internal engagement, digital, design and brand and publications. They will take a practical approach and strategic overview to the role of marketing and communications as drivers for internal change and transformation; promoting and maximising growth and regeneration opportunities and ensuring that council services are understood and accessed. The team drive the management and promotion of the council's reputation within the borough, regionally and nationally.

4 Leader's Office:

The Leader's Office support the cabinet and the wider group of members in carrying out their democratic function, acting as a liaison point with partners and officers and co-ordinating the decision making processes for members. They provide policy support and co-ordinating information and analysis to support members in their responsibilities, managing and monitoring member casework.

5 Traded Services:

The Lambeth Policy and Communications trading arm generates income and maximises collaborative opportunities with other local authorities. This team pitch for, contract and deliver

a comprehensive service, gaining buy-in from and delivering for the leadership and stakeholders in the community they are working in; ensuring effective income generation and contract management and operating as an income generating traded service. The team ensures that the event strategy is supported by senior managers, cabinet and stakeholders in the community; ensuring effective cash-flow analysis and income maximisation is undertaken; providing assurance that the implications of events are understood. Events contribute to the council's outcomes on a strategic level and on a practical level, delivering professionally-run events.