

Job Description

Job Title:	Campaigns and Communications Officer
Grade:	PO3
Service Area:	Business, Culture, and Investment
Division:	Economy, Culture, and Skills
Directorate:	Sustainable Growth and Opportunity
Reporting to:	Head of Economic Development

Main Purpose

- To work with team members to develop a forward plan of engaging and fresh campaigns and communications activity – focussed on our ‘Lambeth Now’ and growth sector programmes (including the council’s creative and cultural industries work).
- To develop and deliver the Lambeth Now programme – producing events, communications and publications which promote best practise in the built environment sector, with the purpose of making Lambeth a better place to live, work and visit.
- To develop and deliver communications activity which showcases our support for priority growth sectors – particularly our creative and cultural economy and the [ELEVATE](#) programme.
- To reflect the council’s Inclusive Economy approach across our work areas – showcasing achievements in supporting economic inclusion and equality.
- To ensure our diverse audiences (businesses, developers, investors, Lambeth residents, young people, VCOs, etc) can engage and be aware of key council activities, policies, and initiatives.
- To evaluate and measure the success of campaigns and communications activity.
- To help monitor emerging issues that could impact and/or benefit the council’s work to support economic and/or cultural inclusion.

Principle Accountabilities

- To lead on the development and execution of communications activity and campaigns. These will contribute to the departmental business plan and corporate Communications & Engagement Strategy.
- Collaborate with colleagues to successfully communicate the activities and impact of the team's work to a wide range of audiences.
- Being creative, developing and delivering innovative solutions in communications and campaigns.
- Recommending success criteria, evaluating coverage and messaging.
- To attend meetings such as departmental management team meetings and team stand-ups. This will ensure awareness of key achievements, events and issues from which campaigns and communications can be developed.
- Using multiple internal-facing and external-facing digital and other platforms to communicate. This will help raise awareness and understanding both within and outside the council.
- Forming relationships with organisations the council works with – making use of external communications channels and collaborating on communications and campaigns. This will help maximise reach and effectiveness.
- Planning and delivery of specific programmes including speaker liaison and management, briefing, copy writing and post-event follow-up.
- Working with the Communications team to ensure website, mailers and social are all up-to-date for events and that events are promoted in a timely manner.
- Ensuring the needs of any communications and campaign programme sponsors are met.
- To provide advice and guidance to senior staff as well as elected Members (including the Leader and Cabinet) on both proactive and reactive communications and campaigns issues.
- To assist, where required, on the development and maintenance of the Strategy & Communications Business Continuity Plan.
- Under the supervision of the Head of Communications and Campaigns, contribute to an effective out-of-hours PR service, able to respond to emergencies and incidents, assisting on the communications response and co-ordination as necessary.
- Work with Strategy and Communications colleagues (including Media Manager, Internal Communications Manager, Leader's Office and External Affairs team, Content Co-ordinator, Digital Communications & Engagement Manager and others to produce aligned and engaging content.

- Under the supervision of the Head of Economic Development and in collaboration with the Head of Communications and Campaigns, to be accountable for the planning, articulation, delivery, monitoring and reporting of communications and campaigns services to the highest professional standards.
- Collaborate with the Head of Communications and Campaigns, Media Manager, External Affairs Manager and Internal Communications Manager, assisting in the drafting of media and other briefings as directed, ensuring the most positive balance of coverage possible, but providing clear advice and handling to mitigate reputational threats.

Generic Responsibilities


Duties expected to be undertaken by all council employees:

- To carry out the duties of the post in accordance with the Data Protection Act, the Computer Misuse Act, the Health and Safety at Work Act, and other relevant legislation, as well as council policies, procedures, standing orders and financial regulations.
- To carry out the duties of the post with due regard to the council's Equal Opportunities Policy.
- To take responsibility, appropriate to the post for tackling racism and promoting good race, ethnic and community relationships.
- To actively promote and uphold the council's code of conduct, priorities and service standards.
- To undertake other duties appropriate to the grade as directed by management.
- To undertake other duties which might be reasonably requested from time to time.

Other

The post holder should be prepared to work outside of normal hours, including attending evening meetings, and occasional weekend working.

PERSON SPECIFICATION
Campaigns and Communications Officer, PO3

<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 Confident scheme, you will need to give evidence or examples of your proven experience in the areas marked with a “Tick” (✓) on the person specification when you complete the application form.</p> <div style="border: 1px solid purple; padding: 5px; display: inline-block;">  </div> <p>Disability Confident is a scheme that is designed to help you recruit and retain disabled people and people with health conditions for their skills and talent. If the candidate meets all the essential role criteria – a guaranteed interview should be undertaken.</p>			Shortlisting Criteria
Qualification	Q1	<p>A graduate or postgraduate qualification in a related field, and / or significant experience aligned with the role</p> <p>Strong written and verbal English and organisational skills</p>	A✓
Key Knowledge	K1	How effective communications and campaigns are developed and delivered	A✓
	K2	Knowledge of one or more relevant fields e.g. built environment; economic development and regeneration; cultural engagement, skills and employment; social impact sector.	A✓
	K3	Key issues affecting inequality and social mobility	
Relevant Experience	E1	Proven ability to manage delivery of build projects.	A✓
	E2	Proven ability to conceptualise and deliver programming	A✓
	E3	The ability to work on fast pace projects and to proactively manage opportunities and risks	A✓

	E4	Excellent organisational and problem-solving skills.	A
		The ability to prioritise effectively, managing a busy diary and varied workload to meet demands and deadlines.	A
		Confident working with a good degree of autonomy and a flexible approach in terms of working hours and participation.	A
<i>Focuses on People</i>		This 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.	
Takes Ownership		This 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. Take opportunities to learn new skills and develop ourselves	
Works Collaboratively		This 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.	A✓
Communicates Effectively		This 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.	
Focuses on Results		This 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.	