

## **London Borough of Lambeth**

### **JOB DESCRIPTION**

**Job Title:** Campaigns and Communications Officer  
(Housing communications)  
**Grade:** PO3  
**Department:** N/A  
**Division:** Strategy & Communications  
**Business Unit:** Communications and Campaigns (C&C)  
**Responsible to:** Media Manager, Strategy & Communications  
**Responsible for:** N/A

#### **Main purpose of post**


- To work in partnership with the department and members of the Strategy & Communications team to develop a forward plan of engaging and fresh campaigns and communications activity.
- To communicate to tenants, residents, stakeholders and other key audiences about key projects and programmes undertaken by the council to improve housing conditions and services.
- To act on a 'business partner' basis, getting to know the work of the individual business streams within the assigned portfolio so as to develop and implement communications and other campaigns to showcase the positive work of the council.
- To help monitor emerging issues that could impact on the council and department and ensure the authority is well positioned to handle such and alert the Media Manager and/or Internal Communications Manager as appropriate.
- To help develop and deliver communications and campaigns plans to promote specific campaigns or initiatives.
- To work with the S&C Content Co-ordinator to develop and assign content in the right places so that audiences can engage and be aware of key council activities, policies and initiatives.

#### **Key Unit Accountabilities**

1. To lead on the development and execution of communications activity and campaigns within the service department into which the post-holder is assigned, and contribute to the Strategy & Communications Plan.
2. To attend meetings such as departmental management teams to ensure awareness of key events and issues in those departments and to develop proactive campaigns to showcase that work for use across multiple internal-facing and external-facing platforms (including the council website, Lamnet, Love Lambeth website and elsewhere)
3. To deliver a balanced programme of continual communications and campaigns-related activity, delivering a balance of proactive coverage and stories in support of the Borough Plan and council priorities.
4. Under the supervision of the Media Manager, 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.
5. To assist, where required, on the development and maintenance of the Strategy & Communications Business Continuity Plan.

6. To provide advice and guidance at a high level, including to relevant Strategic Director(s) and senior staff as well as elected Members (including the Leader and Cabinet) on both proactive and reactive communications and campaigns issues.
7. Work with colleagues across Strategy and Communications (including Media Manager, Internal Communications Manager, Leader's Office/External Affairs team, Content Co-ordinator, Digital Communications Co-ordinator and others to produce aligned and engaging content that fulfils the requirements of the service departments own business plans and contributes to wider communications and campaigns efforts across the council.
8. Be accountable for the planning, articulation, delivery, monitoring and reporting of communications and campaigns services to the highest professional standards.
9. To help drive change and transformation by developing and delivering innovative solutions in communications and campaigns and evaluation of coverage and messaging.
10. Assist 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.
11. To contribute to the development and delivery of a schedule of activity that fits within the Strategy & Communications Planner.
12. Ensure resources are managed to ensure effective communications and campaigns support within service departments.
13. To report and respond to safeguarding concerns that may be identified and contribute as appropriate to the investigation of those concerns.
14. To undertake other duties which might be reasonably requested from time to time.
15. To work flexibly in undertaking the duties and responsibilities of this job, and participate as required in multi-disciplinary cross-department and cross-organisational groups and task teams.
16. To take responsibility, relevant to the post, for ensuring that Council statutes and government legislation is upheld. This includes, amongst others; Management Compliance Charter, Environmental Policy, Data Protection Act, Race Equality Action Plan, Quality Assurance Plan, Health & Safety, Sustainable Construction and Recycling.
17. To take responsibility, appropriate to the post, for ensuring representation of the borough's diversity and the importance of tackling inequality.

**PERSON SPECIFICATION**  
**Campaigns and Communications Officer PO3**

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| <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>  |    |   | <p><b>Shortlisting Criteria</b></p> |
| <p><b><i>For link/career graded post, please mark knowledge, experience, and behaviours clearly for each grade.</i></b></p>  |    |   |                                     |
| <b>Key Knowledge</b>   | K1 | Substantial experience of working with partners, residents, citizens and stakeholders   | <b>A ✓</b>                          |
|  | K2 | Understanding of the context within which local government is operating, locally, regionally and nationally.  | <b>A ✓</b>                          |
|  | K3 | Understanding of policy development and implementation  | <b>A ✓</b>                          |
| <b>Relevant Experience</b>   | E1 | Experience of facilitating change in large organisations and in multi-agency partnerships through effective communications and campaigns activity   | <b>A ✓</b>                          |
|  | E2 | Experience of leading and delivering campaigns and communications projects and programmes of work successfully to time, budget and quality expectations in a complex environment, involving multiple stakeholders | <b>A ✓</b>                          |
|  | E3 | Experience of leading projects or programmes related to either strategy, policy, equalities, research and analysis, partnership or innovation.  | <b>A ✓</b>                          |

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| <b>Qualification</b>   | Q1 | <p>A relevant degree professional qualification or relevant experience</p> <p>For current employees, there is an expectation that they will hold or be willing to work towards a relevant qualification.</p>   |    |
| <b>Core Behaviours</b> | B1 | <p><b>Focuses on People</b> 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.</p> <ul style="list-style-type: none"> <li>• Being approachable and positive for my area of work and other services</li> <li>• Understanding the diversity of council staff and their needs and perspectives and how our plans impact on people, while providing an excellent service to all</li> <li>• Providing support, advice and guidance</li> </ul> | ✓A |
|                        | B2 | <p><b>Takes Ownership</b> 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.</p> <ul style="list-style-type: none"> <li>• Taking ownership of my task, breaking it down, engaging with persons involved, and reflecting if there is a more efficient way of achieving it</li> <li>• Working with teams and service areas to achieve positive outcomes and develop personal capabilities</li> <li>• Actively engaging in one-to-ones, appraisal process and team meetings</li> </ul>                             | ✓A |

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|  | B3 | <p><b>Works Collaboratively</b> 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.</p> <ul style="list-style-type: none"> <li>• Sharing information, best practice and ideas with relevant networks and groups</li> <li>• Networking with other teams to seek out mutually beneficial ways of working</li> <li>• Being approachable, listening and building constructive honest relationships</li> </ul>   | ✓A |
|  | B4 | <p><b>Communicates Effectively</b> 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.</p> <ul style="list-style-type: none"> <li>• Breaking down our ideas to create a better understanding and communication between divisions and end users – simple is best to communicate well</li> <li>• Sharing and passing vital and new information and reflecting back understanding</li> <li>• Targeting the message to the audience, ensuring that everyone can access the information.</li> </ul> |    |
|  | B5 | <p><b>Focuses on Results</b> is about ambition and achievement. It's about making sure</p>   | ✓A |

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|  |  | <p>we are working towards the end product and considering the effect of our service.</p> <p>It's about making the right impact, having the right result and changing things for the better.</p> <ul style="list-style-type: none"> <li>• Thinking in relation to the 'Borough Plan', working well with colleagues to get good results</li> <li>• Ensuring project plans are adhered to, dealing with issues as they arise.</li> <li>• Making sure I understand my objectives and what I need to do</li> </ul> |  |
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