

TENDRING DISTRICT COUNCIL

JOB DESCRIPTION

Service Unit: Place and Wellbeing

Post No: 40001248

Job Title: PDU Communications Lead

Grade: 7

Reports to: Project Delivery Unit Manager / Corporate Communications Manager

Main Purpose of the Role

To develop and deliver communications and marketing for the Project Delivery Unit (PDU) and promote its various projects through a range of marketing initiatives. To work with the public, private and voluntary sector to maximise promotional opportunities for the PDU projects.

Develop and manage the communications plans and promotion of PDU-led projects through a range of media and digital platforms and work to widen the exposure of the projects, to both existing and new audiences. Develop, project manage and promote a programme to boost positive engagement with and reputation of the projects.

Principal Activities

Manage the promotion of PDU-led projects through a range of media and digital platforms.

Develop, promote and project manage a communications programme to maximise positive support of the projects.

Manage the operational elements of the approved communications and marketing programme, including their timely and successful delivery.

Act as the PDU's communications officer, supporting with press releases, toolkits for key stakeholders, contention creation and award-writing.

Supervision and Responsibilities

The post holder will communicate with other Services and outside organisations at all levels.

The work may involve changing rapidly from one task to another during the working day.

The post holder must work to attain optimum performance in service delivery within their area of responsibility.

The post holder should seek the advice of their Manager(s) on difficult or contentious decisions.

Corporate Responsibilities

Maintain a constant focus on service improvement within the area of operation seeking continuous improvement in reducing costs, increasing efficiencies and looking for alternative delivery methods.

To maintain high standards of personal integrity through upholding the ethical standards and values of the Council, promoting and defending equal opportunities, building diverse teams

and encouraging organisational and individual responsibility to the community and the environment.

Represent and deputise for the Corporate Communications Manager at project board meetings as required.

Represent Tendring District Council with external bodies. Act as an advocate for Tendring District Council, develop partnerships and external relationships which improve the reputation and performance of Tendring District Council.

Promote co-operation across the partners involved with PDU projects, and with suppliers. Develop and maintain effective relationships with partners and other external bodies and use these relationships to continually improve service delivery and to promote Tendring District Council.

Continually promote Tendring District Council's core values and ensure that these are reflected in everything that the PDU does. Act as a role model of excellent performance, espousing Tendring District Council values, and inspire others to achieve and deliver excellent service.

Human Resource Management

Take all possible reasonable steps to create a harmonious working environment using consultation, effective staff communication through team briefings and team working techniques.

Ensure compliance with Health & Safety and other relevant legislation across the department.

Special Conditions

Fundamental to the responsibilities of this post is the ability to respond flexibly, positively and successfully to the ever changing pressures which local authorities face, adopting professional techniques and good practice at all times.

The Health and Safety at Work Act and other associated legislation places responsibilities for Health and Safety for all employees. Therefore, it is the post-holder's responsibility to take reasonable care for the Health, Safety and Welfare of themselves and other employees in accordance with legislation and the Council's Health and Safety Policy. Specific duties are outlined in the Policy.

You must keep up to date with and implement any changes insofar as they apply to your role be they new or amended legal requirements, internal and external policies or any Council or delegated decisions.

This job description is a guide to the duties the post-holder will be expected to undertake. It is neither exhaustive nor exclusive and will be changed as working requirements dictate.

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PERSON SPECIFICATION

Job Title: PDU Communications Lead

Post No: 40001248

EDUCATION/QUALIFICATIONS

1. An appropriate level 5 professional or vocational communications qualification (commensurate knowledge gained through experience and personal development will be considered).
2. A Level 2 Project Management qualification (commensurate knowledge gained through experience and personal development will be considered) (desirable).
3. Experience of working in a customer focused organisation at a senior level undertaking similar functions and duties to those in the job description.
4. Having a consistent record of giving sound professional advice and building success through effective and productive working relationships.
5. Proficient in MS-Word, Excel and Outlook (a Level 2 IT qualification would be an ideal way to demonstrate this).
6. Eligible to work in the UK.

CREATING AND INNOVATING

- a. Produces new ideas, approaches, or insights
- b. Creates innovative processes, products or designs
- c. Produces a range of solutions to problems
- d. Seeks opportunities for organisational improvement
- e. Devises effective change initiatives

PLANNING AND ORGANISING

- a. Sets clearly defined objectives
- b. plans activities and projects well in advance and takes account of possible changing circumstances
- c. Manages time effectively
- d. Identifies and organises resources needed to accomplish tasks;
- e. Monitors performance against deadlines and milestones.

RELATING AND NETWORKING

- a. Establishes good relationships with customers and staff
- b. Builds wide and effective networks of contacts inside and outside the organisation
- c. Relates well to people at all levels
- d. Manages conflict
- e. Uses humour appropriately to enhance relationships with others

DECIDING AND INITIATING ACTION

- a. Makes prompt, clear decisions which may involve tough choices or considered risks
- b. Takes responsibility for actions, projects and people
- c. Takes initiative, acts with confidence and works under own direction
- d. Initiates and generates activity

Applicants should note:

- *That the above competencies are part of the Council's Universal Competencies Framework and there will be other competencies relevant to this role that will be used in the on-going appraisal of the person appointed.*