

JOB DESCRIPTION

Principal Policy Officer (Communications)

Service Area:	OD & Transformation
Reports to:	Chief Executive (with support of the Head of OD and Transformation)
Responsible for:	N/A
Location:	Leek / Buxton / Agile
Work flexibly between various locations:	Yes
Grade:	AG9
Salary range:	Spinal Column Points 40-44
Car driver:	Yes
Essential/casual:	Essential

JOB PURPOSE

- Responsible for the leadership, management and development of communications, public relations and marketing for the Council.
- Ensure that the Councils' communications remain timely, accurate, useful and helpful and the reputation of the Council is proactively managed.
- Ensure synergy of the collaborative work between the Councils' services and the Communications Team to promotion of the Council's broad range of corporate objectives and outcomes.
- Act as the primary professional adviser on communication, public relations, engagement and marketing to officers, elected members and others stakeholders.

JOB DUTIES

- Lead on the creation and delivery of Communications Strategies for the Councils. This includes, but is not limited to, priorities set out in the Councils' Corporate Plans and strategies and policies

- Deliver proactive and reactive communications by creating and maintaining effective relationships with officers, including service delivery leads and elected members.
- Provide support and guidance to the Communications Team including undertaking work to contribute to communications campaigns and strategies.
- Lead on the Councils' crisis communications responses and put in place preventative measures to manage the communications response to situations which have the potential to require crisis management.
- Manage the provision of proactive and reactive responses to protect and enhance the Councils' reputations; this includes the creation of statements for social media, the press and the Council's website.
- Represent the Councils at appropriate internal and external meetings with colleagues, partners and key stakeholders.
- Ensure that all content which is sent from the Communications Team, both externally and internally, is to a high standard.
- Ensure that written compelling copy is provided in a range of styles including for social media, websites, press releases, external advertising, as well as editing materials to ensure it adheres to the Council's house style and provides consistency and compliance with the Council's priorities and branding
- Oversee the internal communications to all staff and elected members
- Manage media enquiries and interview requests, including liaison with the media and advising a range of stakeholders, including members and officers to collate responses
- Lead on member communications and engagement including attendance at all Full Council, Executive and Cabinet meetings, and other member meetings as required
- Lead on internal communications including attendance at Alliance Leadership Team (ALT) and Alliance Management Team (AMT) meetings

CORPORATE RESPONSIBILITIES

- Promote, both Councils' Equalities and Diversity Schemes ensuring that all discrimination is eliminated and referring any instances of perceived discrimination to the appropriate Executive Director.
- Promote a safe and healthy working environment including taking responsibility for the health and safety of all staff, elected members, service users and other members of the public, in line with the Councils' Health and Safety at Work Policy.
- Promote and support the delivery of the Councils Climate Change actions plans, the response to the Councils' declarations of a climate emergency and the delivery of the Councils' biodiversity duty.
- Support the Councils' commitment to good environmental management by ensuring the most environmentally friendly use of resources by reducing the amount of business travel by using teleconferencing facilities etc.
- Promote the principles of good customer care by taking responsibility, ensuring reliability and having respect for all those for whom the service is being provided, including colleagues and elected members.

- Work flexibly in support of colleagues and to undertake any other duties which may reasonably be requested commensurate with the grade for the post.
- Promote and comply with both Council's policies and guidelines on Information Governance and the Data Protection Act.
- Consistently exhibit the behaviours required under the Alliance CHOICE values and code of conduct.
- Be committed to safeguarding and promoting the welfare of children and young people and vulnerable adults.
- Carry out election duties as required.

JOB REQUIREMENTS

Transport Requirements	Driving required for travel to Alliance locations.
Working Patterns	Hours of work as agreed with the line manager. Some out of hours work may be required.
Working Conditions	Agile working (with travel to Alliance office locations as required)
Resources Staff/Finance	N/A.
Physical	Working to planned priorities.
DBS	No.