# Hosting Proforma

Lisburn & Castlereagh City Council

Name of Host

Organisation

**1. Interchange Manager’s details**

Laura O’Connor

Name

Organisation/

Lisburn & Castlereagh City Council, HR and OD Unit

Department

Civic Headquarters

Lagan Valley Island

Lisburn

BT27 4RL

Address

Telephone Fax number

07554881607

N/A

Number

Laura.O'Connor@lisburncastlereagh.gov.uk

E-mail

Type of Opportunity

Secondment

**2. Details of hosting opportunity**

Description of opportunity

|  |
| --- |
| **Corporate Communications Manager**  **KEY PURPOSE OF THE JOB:**  As a member of the Corporate Communications and Administration Management Team the post holder will be required to:   * Manage and develop the resources within the Corporate Communications Team and ensure the service is delivered efficiently and effectively whilst striving at all times for continuous improvement and transformation. * Support the continued development of a professional culture of Communications across the Council that utilises modern, professional approaches to communications and stakeholder engagement internally and externally. * Work collaboratively across Council to ensure an integrated and consistent approach to marketing and communications activity, lead a professional team to deliver integrated communications strategies and plans that support the delivery of strategic priorities and actively promote the corporate vision and values of the Council working with key partners and stakeholders. |

Main objectives of the opportunity

|  |
| --- |
| **KEY DUTIES AND RESPONSIBILITIES**  **CORPORATE RESPONSIBILITIES**   1. Contribute to the development and delivery of the Corporate Communications and Administration unit business plan in line with the strategic objectives of the relevant Directorate and Corporate Plans. 2. Ensure an integrated approach to business planning and performance management process to deliver an efficient, effective and economic management of the Corporate Communications Function, in line with Council policies and procedures and within agreed budgets. 3. Support the Head of Service and Director in ensuring budgetary control through the preparation of annual estimates of income and expenditure, and ensure ongoing monitoring, assessment and control of the service budget against performance. 4. Prepare and present reports to Council, Council Committees, the Corporate Management Team, Head of Service and other organisations as required and action agreed decisions. Represent the Council in such forums as may be required. 5. Support the Head of Service and Director to deliver and implement organisational development, ensuring appropriate systems of performance management and development, communications, quality measures, monitoring and review are in place. 6. Deputise for the Head of Service as required and undertake any delegated function within the Department. The post holder will assume other duties appropriate to the post as may be reasonably assigned by the Head of Service. 7. Ensure compliance with Council policies and procedures and operate within the highest standards of management and personal behaviour, which reflect the core values and behaviours of the organisation. 8. Promote equality of opportunity and access in service delivery and in the employment of staff. 9. Lead the Corporate Communications Team and Graphic Design Team 10. Operate within the highest standards of management and personal behaviour, which reflect the core values and behaviours of the Council.   **SERVICE RESPONSIBILITIES**   1. Analyse and interpret relevant information and identify any issues or trends relating to Corporate Communications which may impact on the Council’s ability to deliver on its strategic plans, identifying and implementing agreed interventions, for example, Website development. 2. Implement, monitor and develop effective improvements or changes in Council policies and procedures in relation to Corporate Communications to reflect legislation, case law and best practice. 3. Develop and enhance working relationships with relevant partners and stakeholders, acting as an advocate of change and transformation in support of Council strategies, to maximise corporate and community planning outcomes and to generate innovation in service delivery.  * Development and implementation of a Communications Strategy that supports the Council’s strategic vision, mission and values and facilitates the delivery of the Corporate and Community Plan priorities including:   + Digital communications   + Internal communications   + Media relations   + PR   + Stakeholder engagement * Delivery of a range of communications projects including:   + Review of Council branding   + Development and implementation of effective media and social media monitoring systems and processes to facilitate effective evaluation   + Development and implementation of a range of communications policies, procedures and frameworks   + Development and implementation of processes and systems for managing, monitoring and reporting on all communications activity   + Review, ongoing development and coordination of the Council’s websites * Supervision and performance management of allocated staff and influence development of performance. * Provide a professional and coaching leadership style to advise and support to the Council’s Departments and Units at a managerial level on Corporate Communications Issues. * Maximising opportunities for positive publicity and building reputation through effective PR planning including drafting and editing high quality written materials e.g. press releases/speeches for a range of stakeholders. * Preparing key staff and members for media engagement. * Ensure the provision of high standards of customer care across all the services provided by the Unit and promote and manage the service effectively and communicate in a way, which embraces and promotes the public image and overall reputation of the Council. * Working with HR&OD to manage an internal communications and engagement framework that:   + Creates a culture of open and transparent communications and dialogue between staff at all levels   + Facilitates the development of effective working relationships across the organisation. * Development and implementation of a digital media strategy including:   + Development of all relevant digital communications policies and procedures   + Ongoing development and growth of Council’s social media presence   + Coordination of Council social media accounts * Operate and participate in an out of hours duty rota for media contact   The post holder should be aware that the responsibilities and functional areas of the post may be subject to change as a result of organisational change. The Council therefore reserves the right to change the duties of the post by adding to or amending the range of functional responsibilities. The post holder will be required to be flexible and adaptable to meet the changing needs and requirements of the organisation. |

**3. Skills requirements**

What qualities, skills and experience is required from the individual

|  |
| --- |
| It is **essential** that applicants have a minimum of:  **QUALIFICATIONS**   * 1. – A degree or NVQ Level 4 or equivalent in a relevant qualification e.g. Marketing, Communications or Public Relations.   **EXPERIENCE**  **1.2–** A minimum of two years’ relevant experience at management level to include:  **1.2.1–** Managing the strategic delivery of all of the following:   * + - * Communications Strategy development and implementation       * PR and media relations       * Marketing and communications campaign planning and management       * Managing and motivating a team in a communications environment   **1.2.2**– And at least two of the following:   * + - * Project management       * Brand development and management       * Digital communications       * Stakeholder engagement   Where applicants do not hold the qualifications as outlined in **1.1** above, they must demonstrate a minimum of **four** years’ experience as outlined in **1.2** above.  **GENERAL**  Hold a full (i.e. not provisional) current UK driving licence and access to a car or \* have access to a means of transport which would enable the applicant to carry out the duties of the post.  \*Applies only to applicants who have a disability under the Disability Discrimination Act.  **KNOWLEDGE**   * Practical understanding of the main issues and developments impacting on service delivery within the remit of this role. * A clear understanding of the workings of local government and the wider environment and political context in which it operates. |

¹Management level is defined as managing a communications function including leading a team with responsibility for development of plans and policies to support the strategic priorities of the organisation.

**4. Personnel: Please state below**

Who will the individual report to?

|  |
| --- |
| Frances Byrne - Head of Corporate Communications & Administration |

Who will be the individual’s line manager and/or reporting officer?

|  |
| --- |
| Frances Byrne - Head of Corporate Communications & Administration |

**5. Transfer of learning**

Please give details of how the Opportunity will benefit your organisation, the

individual and their organisation.

|  |
| --- |
| **The opportunity will benefit the individual and organisation by:**  **Benefit to Individual**  Developing good business relationships and sharing and enhancing employees’ skills. Offering the Employee a valuable career development opportunity, with the chance to make new contacts and gain experience within a different setting.  **Benefit to individuals employer**  Employee will enhance skills and will build relationships and contacts that will ultimately be of benefit to the employee in the future.  **Benefit to Lisburn & Castlereagh City Council**  Lisburn & Castlereagh City Council will benefit from different perspectives and experiences brought by an individual from another organisation that will enhance shared working in the future. |

**6. Logistics**

Please provide details of the likely start date, duration, location, form of transport required, resources (i.e.; desk, PC, etc.) and funding arrangements for the opportunity.

|  |
| --- |
| **Start Date :** As soon as a suitable candidate is identified and a release  date agreed.  **Salary Scale:** £41,881 - £44,863 per annum. LCCC will meet salary and associated costs.    **Duration**: 12 months.  **Location**: Lagan Valley Island Civic Centre, Lisburn  **Further information**: Selection for this post will be as follows:   * Shortlisting will take place on the basis of the criteria detailed above and final selection will be by interview   **Closing Date: Applications\* must be submitted by 5.00pm on Friday 08 October 2021 to:**  [**interchangesecretariat@finance-ni.gov.uk**](mailto:interchangesecretariat@finance-ni.gov.uk)  \*NICS staff are not eligible to apply for this opportunity |

**7. Endorsement**

**Interchange Manager**

|  |
| --- |
| **Laura O’Connor** |

**Signed:**

|  |
| --- |
| **21.9.21** |

**Date:**