

Role Title	Senior Communications Officer for Public Health
Job Family	Chief Executive's Directorate
Competency Level	Principal Officer
Pay Range / Scale	PO4
<p>Purpose:</p> <p>The Public Health Senior Communications Officer will play a key role in a team which communicates public health benefits to the London Borough of Waltham Forest. Waltham Forest Council is the first London borough to have worked with Professor Michael Marmot and the Institute of Health Equity to help shape the long-term direction of the borough. This means we're committed to reducing health-related inequality and its causes in the borough.</p> <p>The Communications Officer will be one of the key drivers of this work, creating communications material which cuts through to audiences, running awareness and behaviour change campaigns which tackle inequality at its root, and constantly searching for new ways to reach audiences who would benefit most from Council support.</p> <p>The successful candidate will work across public health departments, from immunisations to mental health and much beyond. They will be able to juggle several competing priorities ranging in urgency, from content creation to campaign planning. They will support the Public Health Communications Manager on priority campaigns and will have responsibility for their own strategic areas.</p> <p>The Communications Officer will be data-driven, making sure all projects are focused towards (and track success of) resident outcomes. They will work productively and professionally with a wide variety of people, building relationships with key stakeholders within and outside the council and work with wider services to help the council achieve its objectives. They will have experience working with print and digital communications, and some press/media experience.</p> <p>They will also play a role within the Communications Team itself, contributing skills and experience to the wider team to help grow the followings of corporate digital channels.</p>	
Generic Accountabilities	End Result/Outcomes
Plan and organise work to ensure the delivery of those aspects of the service for which responsible.	<p>Work is completed on time and to the quality and standards required.</p> <p>Changes to priorities are accommodated.</p> <p>Service is delivered to organisational requirements and reflects customer and stakeholder requirements, within organisational constraints.</p> <p>Professional and legal compliance is assured.</p>

<p>Undertake / support consultation procedures. Identify issues, resolving as appropriate and escalating complex problems if necessary.</p>	<p>Activities are undertaken according relevant guidelines / regulations / procedures.</p> <p>Customer / stakeholder views are available to inform recommendations.</p> <p>Data and measurements are accurately recorded.</p>
<p>Collate process and analyse complex information. Ensure all required records and information are maintained correctly.</p>	<p>Information / applications are processed according to procedure.</p> <p>Information is managed efficiently and accurately.</p> <p>Data is recorded and stored in compliance with national standards and can be shared, as appropriate, with other agencies.</p>
<p>Prepare and present results / responses / reports / recommendations.</p>	<p>Accurate, complete and relevant information / reports are provided for internal and/or external use.</p> <p>Issues are clearly summarised, progress and implications are reported.</p> <p>The council's position is clearly stated.</p>
<p>Provide authoritative advice, guidance and support to colleagues, customers and stakeholders. Respond to and investigate enquiries / escalated complaints.</p>	<p>Information, advice and support are accurate, timely and constructive.</p> <p>Problems are identified.</p> <p>Issues are managed through to a satisfactory conclusion, or escalated if appropriate.</p> <p>Risk to the Council / customers is minimised.</p>
<p>Contribute to identifying and delivering information / activities to support service delivery / promote the service area /.</p>	<p>Requirements are effectively identified.</p> <p>All materials / activities are delivered to the required standards and timescales.</p> <p>Information / activities achieve desired results.</p>
<p>Challenge customers' practice and minimise risk, referring concerns to line manager.</p>	<p>Customer risks are assessed.</p> <p>Relevant health, safety and welfare requirements are met.</p>

<p>Work closely with others to clarify changing requirements. Identify, recommend and support the development and delivery of improvements. Contribute to the development and implementation of policies, procedures and systems.</p>	<p>Improvement opportunities and plans to achieve them are identified and recommended.</p> <p>Agreed improvements are developed, delivered and evaluated.</p> <p>Changes are effectively communicated to others.</p>
<p>Lead projects or improvement programmes, or contribute to the delivery of larger projects</p>	<p>Practical, effective solutions are developed and delivered in accordance with legislative requirements and good practice guidelines and address any relevant environmental / conservation / technical / design issues.</p> <p>Projects are delivered to agreed specification, timescales and budgets.</p> <p>All project documentation and reports are completed correctly.</p>
<p>Support others in their development, including external organisations / customers where appropriate.</p>	<p>Identify any changes that may impact the service / profession.</p> <p>Contribute to the development of others (e.g. through sharing knowledge and skills, acting as a coach or mentor, or providing feedback).</p>
<p>Develop good working relationships and communicate effectively with internal / external organisations / partners and stakeholders. Represent specialist area internally and / or externally. Model, demonstrate and promote good practice relevant to the role.</p>	<p>Relevant work area reputation is maintained or enhanced.</p> <p>Stakeholders are engaged with activity relevant to them.</p> <p>Positive feedback is received from stakeholders.</p> <p>Communications are clear, well planned and effective.</p> <p>Best practice is shared and promoted.</p>
<p>Support partnership agreements and partnership working within area of responsibility.</p>	<p>Activities which support partnership working are effectively delivered.</p> <p>Partnership working groups produce valid and timely outputs.</p>
<p>Contribute to service / business plans for area of responsibility and to wider service planning and development activities.</p> <p>Contribute to budget planning as required.</p>	<p>Service / business plans reflect input.</p>

Quality check documents, decisions and / or presentations before delivery	All work meets the required standards
Act in accordance with all policies and procedures which apply to the job and understand the reasons for this.	All policies and procedures are complied with.
Job Specific Accountabilities:	
To report to the Public Health Communications Manager and support them in delivering an overall communication strategy and annual plan including high quality, award winning campaigns that enable the Council to deliver key corporate priorities	<p>Works within the Public Health team and the wider communications department to develop an annual plan for the Council including key campaigns based on the Council's key corporate and emerging priorities with clear, measurable outcomes.</p> <p>Provide expert communications advice to senior managers on communications approach to achieve council outcomes including development of strategic narrative, key strategies and campaigns. Work with the Strategic Campaigns Manager and Head of Campaigns to develop a menu of costed campaign options to inform funding decisions.</p> <p>Deliver campaigns to a high quality, align with corporate priorities and help to maintain and enhance corporate brand and reputation</p> <p>Help form key and complex decisions using knowledge, initiative and tact.</p> <p>Work with other area leads to manage overall comms plans.</p>
Oversee standard of communications plans and ensure that have clarity on any budgetary implications.	<p>Promote use of standard communications plans identifying audiences, messages, channels and timing.</p> <p>Be clear on any financial implications and ensure managed within available budget.</p>
To ensure public health campaigns make use of the best available channels across the wide spectrum of communications disciplines. Ensure campaign reflect Waltham Forest Council's brand.	<p>All communications channels are used as appropriate including working with partners to leverage use of their channels and advocacy.</p> <p>Ensure that pilot new communications approaches, where appropriate, to achieve best possible outcomes. Build on and learn from approaches of other similar organisations</p>

	<p>Advise senior stakeholders on the best use of available channels and potential impact.</p> <p>Use data and insight to support choice of channels.</p> <p>Guidelines around brand and language, in addition to our Values, Vision and relevant strategic priorities are reflected in campaigns and activities.</p>
To support and manage the Council's crisis management efforts and campaigns through effective communication and use of different channels	High quality, professional communication is maintained with key stakeholders throughout crisis period
To have good experience of the core professional disciplines of marketing, media, internal and digital communications	<p>Specialist knowledge is applied and developed and benefits the service and wider council.</p> <p>Be able to understand the full marketing mix, paid, owned and earned, and how it can be applied to deliver campaigns deliver communications results that supports delivery of council outcomes.</p>
To be responsible to public health campaigns ensuring they are effectively monitored and evaluated and deliver value for money	<p>Develop and maintain robust systems allow effective monitoring, review and evaluation and agile changes in flight.</p> <p>Ensure recommendations and service improvements are regularly implemented</p> <p>Evaluation findings and learnings are shared with senior stakeholders to help shape future campaigns and strategies</p> <p>Work with Strategic Campaigns Manager</p>
To generate positive stories that support the delivery of the Council's strategic narrative and priorities	<p>Creative knowledge and skills are utilised across the team.</p> <p>Communication channels are effectively utilised to meet the strategic priorities of the organisation</p>
To keep abreast of the latest news and developments in the public sector and ensure that the forward planning grid is up to date.	The Council is aware, plans and organises in preparation for changes, developments within the service area.

Nature of Contacts

Typically involves Heads of Service and Senior Managers across the authority, and external agencies and organisations providing advice.

Work directly with colleagues internal and external, other providers and external agencies to gather and exchange information and co-ordinate actions.

Develop sensitivity, persuasiveness, and negotiation and assertiveness skills to communicate with diverse audiences in emotive circumstances. Deal with people at all levels confidently, sensitively and diplomatically.

Provide specialist advice, guidance and support on issues within area of responsibility; develop and maintain joint working and promote the Council position.

Consult with stakeholders to identify requirements. Communicate changes in policy and working practice to contacts.

Procedural Context

Reports to: Public Health Communications Manager

Works within a policy framework and regulatory guidelines, applying knowledge of systems, procedures and best practice. Work to broad managerial direction, within a policy framework and regulatory guidelines, to ensure performance standards are met within a framework of policy and legislation.

Plans own time and co-ordinates the work of others. Plan, organise and deliver interventions and actions. Responsible for professional advice, assessments or referrals.

Exercise professional judgement in assessing stakeholder requirements, potential risk and quality assurance of service. Monitor and evaluate performance / service delivery, ensuring all parties are informed of progress / issues as required. Thinking creatively to ensure high performance in the service.

Provide support to customers, colleagues and other stakeholders through applying knowledge of systems, procedures and best practice.

Responsible for meeting performance standards within a policy framework and regulatory guidelines. Accountable for proper use and security of information, resources, equipment and/or facilities within area of responsibility.

Use initiative to deal with complex issues and respond appropriately in an unpredictable work environment. May involve isolated working outside core hours.

Occasionally the post will be expected to work from other locations

Key Facts and Figures

Resourcing
Budget Responsibilities – Campaign budgets Supervisory Responsibilities – no direct reports

Knowledge, Skills and Experience
<ul style="list-style-type: none">• Experience/knowledge of developing and implementing successful behavioural change campaigns from concept through to delivery• Experience of leading high-profile campaigns that support the delivery of key strategic objectives• Experience/knowledge of different campaign approaches and methods• Experience in evaluating and reviewing campaigns against agreed KPIs and outputs• Experience of using insight and data to create audience centric evidence led communication plans.• Experience of crisis management• Experience in planning and delivery of communications strategies and activities• Experience of providing direct advice and briefing to senior managers and/or elected members on media and reputation issues• Experience of working across a wide range of communications projects including media, campaigns, marketing and events• Experience of working in a highly pressured environment and delivering results to tight deadlines• A strong understanding and knowledge of national, regional, local and specialist press relevant to local government and Waltham Forest’s communities• An understanding of local government, the services provided by local councils, and the responsibilities a council has to its residents• Excellent writing skills with a clear, concise and lively prose style, and the ability to write for a range of different audiences• Excellent oral communications skills and the ability to develop and maintain effective relationships at every level of an organisation• Ability to translate complex information into a clear and approachable format for a wide range of audiences• Excellent attention to detail, strong organisational skills, and the ability to operate to tight deadlines in highly pressured environments• Able to demonstrate a genuine interest in the climate emergency.
Indicative Qualifications
Degree or equivalent or vocational qualification in relevant subject or area Evidence of Continuous Professional Development

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed

