



Post Title: Communications and Marketing Manager

Grade: K

Job Purpose

To actively and effectively promote the Council's vision, values, aims, objectives and priorities, putting our citizens first through the delivery of best value services.

The post holder is responsible for developing, leading and delivering strategic communications and marketing across the council to build and protect the council's reputation locally and nationally, ensuring the team delivers a high-quality, benchmarked communications and marketing service.

The postholder will deputise for the Head of Communications and Marketing when required, particularly on operational crisis communications in line with regional command structures, and will embody the behavioural expectations, leading by example at all times.

This role will collaborate extensively with internal and external stakeholders to filter, prioritise, and shape communications and marketing activity, and requests for support in collaboration with the Head of Communications and Marketing, acting as a high-level, strategic contact for councillors, partners and directorates.

The postholder will lead on horizon scanning and resource planning for the service, taking an overarching approach to communications management, ensuring the delivery of communications and marketing activity for both internal and external work, in support of the strategic priorities and statutory duties of the council.

The postholder will lead the communications of the council's key messages and corporate narrative, representing the organisation to multiple internal and external audiences, using all internal and external communications and engagement channels and strategies.

This role involves direct delivery and oversight of workflows, targets, and delivery mechanisms as well as responsibility for the team's budgets, and forecasting, and resources to support communications objectives.

It will provide communications and marketing advice and support to the Council Leader, Deputy Leader, Portfolio Holders, Corporate Directors and other Senior Colleagues – ensuring alignment with the organisation's overall communications strategy and agreed corporate narrative and priorities.

Service Leadership Expectations

As a service leader you will be expected to demonstrate our core behaviours, built around four central themes:

- **Leading People:** by building high performing teams, empowering and motivating others and being a role model for the organisation and its values.
- **Equality Diversity & Inclusion:** by creating a culture of respect and inclusivity in the services we provide and embedded within our workforce.. Ensuring Equality,

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Diversity and Inclusion, are fully considered in all our decisions and we give due regard to advancing equality.

- **Change & Innovation:** by driving change and a culture of continuous improvement, exploring new and innovative ways to design and deliver our services.
- **Collaboration:** by working across boundaries, building relationships and creating joined up services to deliver the best outcomes for the people of our city.

Specific Duties

1. Actively promote and embed Equality, Diversity and Inclusion through all actions and in accordance with the organisation's EDI Strategy and objectives.
2. Ensure good financial management and assist in maintaining financial sustainability by adhering to the Council Financial Accountabilities Framework and Financial Regulations.
3. Contribute to our corporate responsibility in relation to climate change by taking action and limiting the carbon impact of activities within your role and championing this work
4. Support the development and ongoing delivery of communications and marketing strategy and vision
5. Embed continuous improvement and benchmark against other organisations, including horizon scanning across council, city and sector
6. Plan and allocate resources and manage workload across the service, including delegating work across team leads and oversee delivery
7. Act as a senior strategic contact for directorates, Members and external stakeholders; also responsible for building and maintaining effective relationships with councillors
8. Oversee the production of relevant service-reporting, including QA'ing reports to support decision making and reporting, including evaluation to understand if objectives have been achieved.
9. Support accurate team budgeting by acting as the lead for forecasting and income generation.
10. Ensure adherence and development of team processes for all Council communications and marketing activity
11. Ensure accuracy in communications, and compliance with all relevant legal guidelines and procedures such as the Recommended Code of Practice on Local Government Publicity, copyright and data protection laws.
12. Provide line management as required.
13. Work some weekends and evenings, attending events and Council meetings, as agreed.
14. Ensure effective arrangements for emergency response communications, leading crisis communications and emergency planning alongside the head of communications and marketing, including the management and maintenance of the Communications & Marketing team's Business Continuity Plans
15. Support the team's on-call rota
16. Carry out any other relevant general administration duties, and other reasonable duties and responsibilities as directed

Numbers and grades of any staff supervised by the post holder:

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Any leads, officers, assistants, apprentices or temporary staff as allocated, grades J and below – up to 15 FTEs.

All staff are expected to abide by the obligations set out in the Information Security Policy, IT Acceptable Use Policy and Code of Conduct in order to uphold Nottingham City Council standards in relation to the creation, management, storage and transmission of information. Information must be treated in confidence and only be used for the purposes for which it has been gathered and should not be shared except where authorised to do so. It must not be used for personal gain or benefit, nor should it be passed on to third parties who might use it in such a way. All staff are expected to uphold the City Council obligations in relation to current legislation including the Data Protection Act and Freedom of Information Act.

This is not a complete statement of all duties and responsibilities of this post. The post holder may be required to carry out any other duties as directed by a supervising officer, the responsibility level of any other duties should not exceed those outlined above.

Produced by Kara MacFadyen, Head of Communications and Marketing

Date 26.5.26



**Person Specification: COMMUNICATIONS AND MARKETING
MANAGER**

Area of responsibility	REQUIREMENT	MEASUREMENT		
		A	AC	D
Vision, Strategy and Delivery	Experience as a service leader in a complex organisation, with experience of; - Delivering against outcomes and creating clear objectives - Creating a culture of continuous improvement - Commercially aware with strong analytical skills - Awareness of key issues in your market and for the city of Nottingham	✓	✓	
Leading People	Evidence of successfully leading teams, with experience of; - Motivating people and creating high performing services - Empowering others to take decisions - Successfully managing wellbeing and resilience - Ability to plan for the future, with effective workforce planning skills	✓	✓	
Change and Innovation	Able to lead service through change, with experience of - Evidence of leading change programmes, bringing others on the journey with you. - Identifying and delivering innovative service delivery models - Able to create a culture of continuous improvement - Ability to drive continuous improvement and adopt innovative communication approaches. - Experience of introducing new processes, tools or operating models.	✓	✓	
Collaboration	A collaborative leader, with evidence of - Successfully partnering across different sectors and fostering / harnessing partnerships. - Able to develop a culture of collaboration. - Political acumen and able to develop productive relationships with senior figures within an organisation	✓	✓	
	A strong focus on ability and personal commitment to equality, diversity and inclusion, with evidence of:	✓	✓	



Equality, Diversity and Inclusion	- Delivery of inclusive services, understanding the challenges faced and how they can be overcome. - Evidence of developing people and services/teams recognise, respect and value individual needs to achieve a culture of inclusivity. - Demonstrating personal commitment to the equality, diversity and inclusion challenges faced by our workforce and Nottingham's people.			
Technical Skills and Knowledge	Significant experience of leading communications and marketing in a complex, politically sensitive organisation.	✓	✓	
	Expert knowledge of communications disciplines including media relations, digital, internal communications and campaigns.	✓	✓	
	Proven ability to develop and deliver communication and marketing strategies aligned to corporate priorities, with tangible outcomes.	✓	✓	
	Excellent project management and organisational skills with an ability to multi-task, prioritise tasks and deliver to tight timescales with minimum supervision, often in fast paced environment.	✓	✓	
	Ability to design and oversee performance frameworks, using data, evaluation and insight to inform strategic decisions, demonstrate impact, and drive continuous improvement, and experience of horizon scanning and translating emerging issues into strategic action.	✓	✓	
	Evidence of building effective working relationships with a wide range of internal and external stakeholders, and ability to operate confidently in a complex, politically sensitive environment, providing high-level communications advice and challenge to senior leaders, elected members and stakeholders, and influencing decision-making	✓	✓	
	Knowledge, skills and experience of using the full range of software needed to create and publish digital content across a range of platforms	✓	✓	
	Evidence of aligning budgets and resources to strategic objectives, including financial planning, forecasting, and ensuring value for money in service delivery.	✓	✓	
	Strong capability in planning and prioritising communications activity at a service-wide level, including allocating resources, managing workflows, and ensuring delivery against competing organisational priorities	✓	✓	
	Experience of crisis and emergency communications management, including operational crisis communications and evidence of working with established regional command structures.	✓	✓	
	Knowledge and understanding on council policies and regulations and wider legislation and guidance e.g. GDPR, Recommended Code of Practice on Local Government Publicity etc.	✓	✓	
	Commercial awareness, including budget management, financial planning and forecasting, and demonstrating value for money.	✓	✓	
	Track record of embedding a culture of continuous improvement, including benchmarking, introducing new	✓	✓	

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	processes, tools or service models, and improving service performance.			
Qualification requirement	Degree-level qualification or equivalent experience in communications, marketing, PR or related field.	✓	✓	✓
A - Application	AC – Assessment Centre	D - Documentary Evidence		