

Job title: Senior Lead - Campaigns

Department: Strategy and Commissioning

Service: Communications and Marketing

Grade: GLPC-H

Post reference number:

1. Job purpose

Responsible for providing support in the development and delivery of effective and impactful campaign plans, to support the strategic priorities of the council.

This role involves direct delivery, working in partnership with peers, to develop and implement campaign action plans to support key outcomes such as citizen satisfaction, service take-up, cost avoidance, and citizen behaviour change.

The post holder to develop and lead the delivery of a number of action plans for agreed Communication, Engagement and/or Marketing campaigns.

To manage the day to day delivery and implementation of campaign action plans, delivering the agreed brief to clients against the agreed objectives, creating high-quality content for the full range of offline and online channels, reaching key target audiences, driving engagement, channel development, and achieving the maximum impact against agreed objectives, monitoring and reporting performance.

2. Principal duties and responsibilities

1. Action plans: To lead effective forward planning through the development of action plans for multiple key campaigns aligned to council priorities, to achieve the maximum impact against high level outcomes and service objectives.
2. Advice: Provide advice and support to team members and wider colleagues across the council on all aspects of communications and marketing campaigns to support self-service activity.
3. Co-ordination: To contribute to the quarterly planning mechanisms and the weekly editorial co-ordination meeting to identify campaign opportunities and to enable effective and efficient co-ordination of activities through the quarterly forward plan calendar and weekly 'news grid'.
4. Insight: Ensure strategic communications and marketing activity is based on insight, data, and a solid evidence base.
5. Integrated channel use: Develop and deliver a co-ordinated and integrated approach to campaign activity, reaching a variety of audiences and using the full range of on and offline channels ensuring information is accessible to everyone, produced and delivered to a high standard, and presented in the appropriate tone, voice, and house-style.
6. Customer journey: For behaviour change or service take up campaigns, develop insight driven approaches to the customer journey and lifecycle, maximising all digital channels to move customers from awareness, through consideration, to taking action, and customer satisfaction.

7. Project management: Manage and deliver campaign action plans ensuring activities are delivered on time, within budget, and progress is reported at key milestones.
8. Reach: Continuously seek to improve our digital reach and capability across owned, earned, and paid media channels, utilising a variety of SEO, PPC, paid social digital PR (media, blogger and influencer engagement) and eCRM techniques as a part of multi-channel campaigns.
9. Online advertising: Lead, plan, execute, and evaluate a mix of organic and paid digital activity. Manage the budget to optimise paid-for social and digital advertising campaigns to ensure effective targeting of audiences, delivering against agreed objectives.
10. Content creation: Conceptualise, commission, and use in-house software to create engaging written, video, audio, and image-led content for use across online and offline channels.
11. On site: Provide assistance on-site at promotions and similar activities, undertaking online community management, live reporting, and capture/edit photographs and video content.
12. Copy writing: Research, analyse, and interpret information in order to draft engaging and informative copy and narratives for a range of external and internal communication channels.
13. Evaluation: Design and implement effective methods to monitor and evaluate the effectiveness of campaign activity and report performance, impact, and ROI to share intelligence and insight across the council. Adjust campaign activity if necessary to address areas of concern effectively.
14. Brand: Understand the council brand positioning and how this needs to be reflected in campaigns.
15. Teams: Work with Internal Communications, External Affairs, and the Media Team to ensure key messages about projects are communicated to their respective audiences.
16. Media: Write and issue press releases to support key campaign developments and milestones, making sure to sign off press releases via the Media Team before issuing them.
17. Agencies: Brief and manage the work of external agencies and suppliers, negotiating competitive deals, setting out council requirements in briefs, and holding providers to account for delivery.
18. Accessibility: Make use of data and insight to ensure communication practices are accessible and reflect the communication needs of local residents and communities, enable engagement, and take into consideration diversity and inclusivity across digital and non-digital platforms.
19. Partnership: Represent the council's interests at external meetings and work with city, regional, and national partners to enable a co-ordinated and collaborative approach where there is a common objective to support positive outcomes and council/city reputation.
20. Budgets: Manage project budgets with due regard to the council's financial regulations supported with regular monitoring and reporting of spend against budget, ensuring good value for money and support opportunities to make savings or generate income.
21. Development: Responsible for keeping up to date with cutting-edge best practice to support bold and imaginative approaches, sharing the skills and insight across the team.
22. Compliance: Ensure all campaigns activity is in line with council policy and procedures including brand identity, equality and diversity, health and safety, corporate governance, and statutory obligations such as the Recommended Code of Practice on Local Government Publicity, copyright and data protection laws.
23. Emergencies: Support plans that are in place for crisis communications and communicating with the public in emergencies and critical incidents.
24. Deputise: Deputise for the Campaigns Strategic Leads as required and cover for other members of the team when necessary co-ordinating leave requests.

3. All staff are expected to maintain high standards of customer care in the context of the City Council's Core Values, to uphold the Equality and Diversity Policy and Health and Safety standards and to participate in training activities necessary to their post.

4. 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.

5. 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.

6. Numbers and grades of any staff line managed by the post holder: None

7. Post holder's immediate supervisor: Campaigns Commissioner

Prepared by/author: Ruby Bhattal

Date: January 2022

Job title: Head of Communications and Marketing

Note: This section should only be included in job descriptions issued to employees and should not be sent to all job applicants.

I understand and accept the job duties and responsibilities contained in this job description.

Signature: **Date:**

Person specification



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City Council**

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Areas of responsibility	Requirements	Measurement				
		P	A	T	I	D
Knowledge	Knowledge/experience of a creative and internal and external facing focused approach to the working with and managing of communications and engagement campaigns		✓	✓	✓	
	NCTJ Proficiency Certificate, Journalism Degree, NCTJ Diploma, Chartered Institute of Marketing Diploma or other recognised marketing/communications qualification or relevant degree or significant work experience, which provides an equivalent level of knowledge and expertise.		✓			✓
	Extensive, up-to-date knowledge of current best practice in communications and marketing, including branding, advertising, digital, PR, internal communications, insight and evaluation.		✓	✓	✓	✓
	Strong sense of what makes good campaign content and a good knowledge of the needs of Nottingham's audiences.		✓	✓	✓	
	Detailed knowledge of on-line marketing and media communications tools (social media, blogs, podcasts, video hosting websites etc).		✓	✓	✓	✓
	Knowledge of relevant national and local agendas for government.		✓		✓	
Experience	Minimum of 2-3 years' experience in campaigns management with a strong track record in performance and delivering positive outcomes		✓	✓	✓	
	Effective copy writing, written briefs (creative, concise), use of grammar, proof reading and proficient in English		✓	✓		✓
	Experience of web creation and content management systems and databases		✓	✓	✓	✓
	Experience of using customer insight and mapping the customer journey to plan, deliver and evaluate creative and effective communications and campaigns		✓		✓	
	Demonstrable experience in how effective campaigns management and engagement activity supports positive perceptions, satisfaction and reputation for the Council		✓	✓	✓	

	Project management and organisational skills and experience of working under pressure, prioritising projects to meet tight deadlines and multi-tasking as appropriate		✓		✓	
	Experience of the sensitivities of working within a political environment		✓		✓	
	Experience of working in partnership with internal and external agencies and large complex organisations, day to day and in relation to any emergency planning or critical incidents that require multi agency input		✓		✓	
	Experience of successfully utilising techniques and practices in implementing campaigns at all geographical levels		✓	✓	✓	
	Due regard for the Code on Recommended Practice on Local Authority Publicity		✓	✓	✓	
	Ability to work on own initiative and as part of a team, to secure commitment to the implementation, delivery and monitoring of projects		✓		✓	
	Experience of managing budgets and external agencies.		✓		✓	
Interpersonal Skills	Excellent communicator (written and verbal), strong negotiator who thinks through the tone, method, channel and content that best suits the situation and audience, switching communication and influence style where needed.		✓	✓	✓	✓
	Intuitive communicator who understands both the Council and third-party interests and can create win/win situations.		✓		✓	
	Ability to recognise and minimise risk and deploy risk mitigation exercises where necessary.		✓		✓	
	Ability to work effectively and network with a range of stakeholders including citizens, Councillors, colleagues at all levels within the organisation and partners appreciating sensitive issues		✓	✓	✓	
	Excellent relationship and networking skills with the ability to enhance partner and community relations working alongside internal support functions as necessary		✓		✓	
	The ability to write material to suit medium of publication to professional standards.		✓	✓	✓	✓
	Leadership skills with the ability to motivate lead and inspire others.		✓	✓	✓	
Information Technology Skills	Excellent IT skills and ability to use a range of software including Microsoft Word, spreadsheets, databases and digital content creation and management systems.		✓	✓	✓	✓
Work to promote mutual respect and good relations	Understand, value and promote diversity in service delivery, management and employment		✓	✓	✓	
Work Related Circumstances	Willingness to work irregular hours, evenings and weekends when necessary		✓		✓	

	Willingness to travel out of the City for meetings and conferences		✓		✓	
	Compliance with regulations about non-smoking, Health and Safety and security		✓		✓	

P: Pre-application **A:** Application **T:** Test **I:** Interview **D:** Documentary evidence

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