

Job Description: Interim Head of Campaigns and Digital Communications

Reports to: Director of Communications and Engagement

Directorate/Team: Campaigns and Digital Communications

Grade: Grade 7

Responsible for: Marketing Content Manager, Web Systems Developer and Senior Digital Communication Manager and Workforce Campaign Manager

Job Purpose:

To plan and lead the LGA's campaigning strategy and programme to ensure it supports the strategic direction of the organisation and enhances the political influence and public profile of both the LGA and local government more widely. To ensure that the organisation's communications are fully integrated across all channels and to maintain strategic oversight of digital, marketing and print activities.

Core Accountabilities:

1. Lead, manage and motivate the Campaigns & Digital Team, ensuring that it is focused on delivering the LGA's business plan, and on helping councils meet their challenges and priorities.
2. Lead or participate in projects that support the delivery of the LGA Business Plan.
3. Maintain an overview of the political and policy context that impacts on the public sector.
4. Develop and maintain strong external networks and partnerships that are of value to the LGA and work to maintain a positive reputation for the LGA with local authorities, central government, partners and stakeholders.

5. Take responsibility for managing the campaigns and digital budget, monitor team/allocated budget(s) and produce accurate outturns/projections against service plans to ensure effective use of resources and maintain financial control.
6. To lead the delivery of the organisation's annual campaigns programme, to specified objectives, linked to the LGA's organisational priorities.
7. Lead on providing campaigns and digital improvement support for councils.
8. Identify and generate income to support the LGA's corporate plan, efficiently manage supplier contracts ensuring value for money.
9. Create an environment that treats people with respect and enables them to develop and realise their potential.
10. Contribute to the delivery of the team's agreed objectives.
11. Participate in relevant LGA projects that support the delivery of the LGA Business Plan.
12. Model the LGA's values and work in accordance with health and safety, equal opportunities and environmental policies.
13. Undertake any other duties and responsibilities appropriate to the post.

Specific Accountabilities:

1. Identify, set and deliver campaign priorities for the LGA, providing high level support to the chairman, chief executive and senior management team and overseeing the evaluation of all activity.
2. Lead, manage and develop campaigns and digital staff, setting appropriate objectives consistent with the LGA's overall business plan, communications strategy and team plan.
3. Work with the Director of Communications and Engagement to identify, set and deliver campaign priorities for the LGA, developing complementary campaign strategies to help deliver objectives contained in the LGA's Business Plan.
4. Liaise closely with LGA colleagues - including Political Groups and Programme Teams to help ensure that all campaign opportunities are identified and appropriately exploited and that campaigns are fully integrated across the organisation.
5. Provide strategic oversight of all digital platforms and their future development, ensuring they are fully integrated into all LGA communications activity.
6. Oversee the LGA's digital stakeholder contact programme to ensure councils and individual members and officers are well informed about the work of the organisation.

7. Manage the LGA's print and publications programme to support all of the organisation's campaign priorities and ensure value for money.
8. Take the lead in planning the LGA's presence at relevant events (such as the annual conferences) and maximise its value and effectiveness; ensuring that all digital, campaigns and marketing elements are well-planned, well-managed and well-promoted, to ensure the delivery of defined outcomes.
9. Monitor team/allocated budget(s) and produce accurate outturns/projections against service plans to ensure effective use of resources and maintain financial control.
10. Maintain an overview of the political and policy context that impacts on the public sector.
11. Ensure that the Campaigns and Digital team provides suitable, regular and timely communications employing the full range of communications activities, utilising all communications platforms.
12. Monitor, analyse and report on campaigns and digital statistics across all platforms to inform future development of campaign activity and digital services and to contribute to the delivery of the organisation's communications strategy.
13. Select, manage and oversee service suppliers to the team (for example website providers and hosts, print suppliers).
14. Ensure the Campaigns and Digital team are engaged with the LGA's commercial strategy and ambitions.
15. Provide strategic advice and support to member councils to keep them well informed about the work of the LGA and to help them participate in LGA campaigns and improve their own campaigning, marketing and digital activities.

Relevant Contacts:

Local authorities

- Council leaders
- Portfolio holders and other lead members
- Chief Executives
- Senior Officers
- Sector experts/professional bodies
- National, regional and sub-regional organisations and groupings of councils

LGA

- LGA Board
- Programme Boards
- SLT
- Central Government Departments
- Civil Servants

Other

- Third Sector
- Private Sector partners
- Parliamentarians
- Peers
- Opinion formers
- Think tanks

Person Specification: Interim Head of Campaigns and Digital Communications

Qualifications

Degree or equivalent relevant professional qualification/membership of professional body or relevant experience in a similar role

Knowledge and experience

- Evidence of setting campaign formulation, objective setting and evaluation techniques
- Evidence of developing strategic communications and marketing materials for publication to a variety of audience segments and channels
- Strong understanding of print production and design, including tracking and commissioning of products.
- Comprehensive experience of developing and applying a complex branding structure in order to maximise the reputation and recognition of the organisation.
- Understanding of local and central government, their roles structures and relationships.
- Understanding of key government policies
- Record of achievement in complex political environments, preferably in local or central government.
- Understanding of the local government policy and improvement agenda
- Experience of: building and maintaining effective relationships and partnerships at all levels.
- contributing to the development of strategies, interventions and innovative solutions to complex issues
- managing performance
- project management, demonstrating the ability to meet targets in respect of deadlines and resources.
- Experience of delivering fully integrated marketing and communications campaigns, with defined objectives.
- Experience of managing digital communications and ensuring they are integrated into the delivery of corporate campaigns.
- Knowledge of design and print processes, ensuring best value at all times.
- Experience of managing digital services and strategies in complex organisations to ensure they are integrated into all campaign activities to deliver priorities.
- Experience of web analytics and interpreting data to effect change.
- Knowledge of current web technologies, standards and trends and the capacity to identify opportunities to deliver improved online services.
- Knowledge of campaign, marketing and digital best practice.
- Experience in identifying and delivering income opportunities.
- Experience of identifying and sharing best practice both within an organisation and wider local government.

Skills and abilities

- Ability to utilise the full range of channels to deliver successful campaigns, to agreed objectives
- Political awareness and sensitivity to ensure credibility with politicians, senior managers, key stakeholders and staff.
- High level analytical skills including the ability to interpret evidence and identify trends
- High level interpersonal skills, with the ability to influence and negotiate with a wide range of stakeholders effectively
- A team player, willing to work flexibly to meet changing priorities
- Able to deliver under pressure, prioritising work against competing demands to meet deadlines.
- Highly developed written, digital and oral communication skills, including the ability to speak confidently in public and to present complex ideas in a clear and comprehensible way.
- Self-motivated and self-supporting
- Intellectually agile and innovative, capable of translating ideas into policy and practice
- Strong awareness of media (digital, print and broadcast) and presentational issues, and ability to work with politicians and media professionals to shape and project credible public positions.
- Commitment to personal and professional development.