

Job Description: Head of Transformation Communications

Reports to: Director of Communications & Engagement

Directorate/Team: Communications and Engagement

Grade: Grade 7

Job Purpose:

The Head of Transformation Communications will be the strategic lead for all communications activity relating to the LGA's transformation programmes, ensuring clear, consistent and impactful messaging to staff, stakeholders and partners. The role will work within the Communications & Engagement Directorate and closely with senior leaders across the organisation to design, plan and deliver communications that support change, build understanding and engagement, and help achieve the objectives of the Future LGA programme. The post holder will be an integrated member of the Transformation Programme as well as working within the Communications and Engagement Directorate and with senior leaders.

Core Accountabilities:

1. Develop and implement a comprehensive communications strategy for the Future LGA programme, ensuring alignment with organisational priorities.
2. Lead on the development of core messaging and narrative to explain and promote transformation activity to internal and external audiences.
3. Work collaboratively with HR, internal communications, senior leaders and programme leads to deliver clear, timely and effective communications.
4. Assess communication needs and tailor activity to meet the needs of different stakeholder groups.
5. Working with the wider colleagues undertake stakeholder analysis to identify all stakeholders and adapting strategies appropriate audiences
6. Provide strategic communications advice to senior leaders to support change management.
7. Oversee the creation of accessible, engaging and well-targeted content across multiple channels (digital, print, events, briefings).

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8. Ensure consistent evaluation of communications impact and adapt approaches as needed.
9. Contribute to the wider objectives of the Communications Directorate, modelling the LGA's values and behaviours.

Specific Accountabilities:

1. Shape and deliver the communications approach for the Future LGA programme, including staff engagement, leadership communications, and stakeholder updates.
2. Translate complex change and transformation activity into clear and compelling messages that build understanding and confidence.
3. Design and manage internal communications campaigns that keep staff informed, engaged and motivated throughout periods of change.
4. Support external communications relating to transformation, ensuring member councils, partners and other stakeholders understand and are engaged with LGA's future direction.
5. Provide high-quality briefings, presentations and narrative support to senior leaders and spokespeople.
6. Develop forward-looking communications grids and plans that align with programme milestones.
7. Work with internal teams to ensure opportunities for two-way engagement are built into communications activity (e.g. Q&As, workshops, feedback mechanisms).
8. Manage relationships with suppliers, such as creative agencies or digital support, ensuring value for money and high-quality delivery.
9. Monitor communications budgets and report against agreed objectives.
10. Undertake any other duties commensurate with the level of the post.

Relevant Contacts:

- **Internal:** Directors, Strategic Leadership Team, programme leads, HR, internal communications colleagues, political groups.
- **External:** Member councils, senior officers, professional bodies, partner organisations, relevant opinion-formers.

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Person Specification: Head of Transformation Communications

Qualifications

- Degree or equivalent professional qualification/membership of a relevant professional body, or significant relevant experience in a communications leadership role.

Knowledge and Experience

- Extensive experience of developing and delivering high-profile communications strategies, ideally in complex or politically sensitive environments.
- Strong understanding of change communications and employee engagement principles.
- Proven ability to translate complex or technical issues into clear, engaging messages for diverse audiences.
- Experience of leading communications through organisational change or transformation programmes.
- Demonstrable track record of advising senior leaders on communications strategy.
- Experience of managing budgets and external suppliers.

Skills and Abilities

- Excellent written and verbal communication skills, with the ability to craft compelling narratives and deliver persuasive content.
- Political awareness and sensitivity to work effectively with senior stakeholders, politicians and staff.
- Strong influencing and negotiating skills, with the ability to build trust and credibility quickly.
- High-level planning and organisational skills, with the ability to prioritise and deliver under pressure.
- Ability to use insight, evaluation and feedback to refine and improve communications activity.
- Digital literacy, with a strong understanding of the role of digital and social media in organisational communications.
- Collaborative, flexible and resilient approach.

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