

# Job Profile

Position Details	
Post	Regeneration Communications Manager
Service Area	Corporate Communications
Reports to	Assistant Director Strategy & Communications with direction from Regeneration, Planning and Development Director and Assistant Director
Grade	
Job Family	To be completed by HR

Role Purpose
<ul style="list-style-type: none"> <li>To plan and provide strategic communications advice to support the effective promotion and successful delivery across the council's regeneration programmes</li> <li>To ensure residents, stakeholders, staff and current or potential investors are effectively communicated to, consulted, engaged and motivated.</li> <li>To work across the communications mix and with communication colleagues and those in regeneration, planning and development to develop a consistent and joined up approach.</li> </ul>

Main Responsibilities
<p><b>Overall:</b></p> <ol style="list-style-type: none"> <li>To be the council's lead advisor on regeneration and communication issues. To manage a team and work collaboratively to ensure effective communications are in place to support the successful delivery of regeneration programmes.</li> <li>To participate and lead in all key meetings for both Regeneration and Communications and provide strategic advice to senior Members and officers as well as delivery partners and stakeholders on Regeneration communications issues.</li> </ol> <p><b>Communications:</b></p> <ol style="list-style-type: none"> <li>To lead and manage all regeneration communications for the council, except direct media handling. This will include: <ul style="list-style-type: none"> <li>The development, agreement and implementation of an overall communications strategy for the council's regeneration work.</li> <li>The development and implementation of an effective brand to support regeneration projects primarily in Tottenham and Wood Green</li> <li>The effective management and co-ordination of key consultation activity to ensure residents are involved and included</li> <li>The management of key digital channels to ensure they are effective at engaging key audiences</li> <li>To work closely with the regeneration team to ensure the effective co-ordination of the production of events, publications and other material to explain and promote the council's regeneration activity.</li> <li>Close working with the Council's Head of Internal and External Communications to ensure</li> </ul> </li> </ol>

involvement in key decisions and able to successfully promote the borough through proactive and reactive media handling and internal channels

- Working in close collaboration with the wider communications team to ensure the council's regeneration work is effectively communicated as one of the council's key priorities.

**Strategy:**

4. To support the council and lead members in the effective development and communication of key regeneration activities. This will include:

- Supporting and advising senior staff as part of the process to agree key council strategies, programmes and projects. To support these with specific communications activity as required.
- Attend key regeneration meetings including with development partners and stakeholders playing an active role in the senior leadership team, to ensure the regeneration is programme maintains a high profile through successful communications activity.
- Playing an active role in the senior team of the communications group, to ensure successful collaboration on key corporate communications activity – ensuring progress on regeneration plays an active part.
- Effective management and planning of budget – up to £300,000.

**Management:**

5. To effectively line manage and lead a small team and where necessary agency or freelance staff to achieve the objectives set out above. This will include:

- The setting of clear work objectives for staff in the team and monitoring and support to ensure they are achieved through regular team and one-to-one meetings, interim and annual appraisals
- Close liaison with policy colleagues to ensure all priorities are shared and agreed
- Playing an active role in the leadership of the wider communications group.

**General:**

6. To maintain strong relationships with key stakeholders and communications staff in partner organisations to support the delivery and effective communication of the overall programme.

- To keep up to date with national regeneration, housing and communications developments to support this overall role.
- To understand and commit to promoting and implementing the council's Equal Opportunities policies.
- To attend evening and occasionally weekend meetings as required.
- To undertake any other temporary duties consistent with the duties and/or objectives of the post.

**Generic Responsibilities**

1. Understanding, knowledge and ability to follow guidelines that ensures compliance with Health and Safety at Work, Data Protection and other statutory requirements.
2. Understanding and commitment to promoting and implementing the Council's Equal Opportunities policies.
3. Knowledge and experience of using IT.
4. To undertake any other temporary responsibilities aligned with the overall purpose and grade of

the role.

Knowledge, Qualifications, Skills and Experience	Essential or Desirable
<ul style="list-style-type: none"><li>• Demonstrable understanding and experience of developing and implementing communication campaigns, across a range of media to change perceptions, behaviours or to improve reputation.</li></ul>	Essential
<ul style="list-style-type: none"><li>• Demonstrable experience of working with senior staff and/or elected politicians to secure buy-in and support for communications activity.</li></ul>	Essential
<ul style="list-style-type: none"><li>• Strong expertise in some or all of the following: branding, marketing, stakeholder engagement, digital, creative production and design.</li></ul>	Essential
<ul style="list-style-type: none"><li>• Experience of managing staff and/or external agencies to achieve successful outcomes and value for money.</li></ul>	Essential
<ul style="list-style-type: none"><li>• Proven ability to manage complex projects to deadline with an innovative and independent approach.</li></ul>	Essential
<ul style="list-style-type: none"><li>• Experience of working on similar regeneration or housing projects in a similar capacity .</li></ul>	Desirable
<ul style="list-style-type: none"><li>• Political sensitivity and the ability to form productive, professional working relationships with councillors, staff and partners at all levels.</li></ul>	Essential
<ul style="list-style-type: none"><li>• Knowledge of best practice on communications, using a mix of channels to support successful outcomes.</li></ul>	Essential
<ul style="list-style-type: none"><li>• Ability to find solutions to complex internal and external communications challenges. Results orientated with a track record of success.</li></ul>	Essential
<ul style="list-style-type: none"><li>• A self starter with the strong confidence to take ownership and responsibility for work and outcomes.</li></ul>	Essential
<ul style="list-style-type: none"><li>• Excellent communication skills, oral and in writing, including presentation skills in formal and informal settings.</li></ul>	Essential
<ul style="list-style-type: none"><li>• Excellent copywriting and editorial skills and a high level of creativity.</li></ul>	Essential
<ul style="list-style-type: none"><li>• An understanding of how local government works and current issues and challenges facing it.</li></ul>	Desirable
<ul style="list-style-type: none"><li>• An understanding of and commitment to the council's vision and values.</li></ul>	Essential

Main Contacts & Other Information
<u>Main Contacts:</u> Corporate Communications

Regeneration Planning and Development  
Housing  
Key delivery partners  
Key stakeholder and community representative  
Local residents and businesses within regeneration area

Other Information:

#### Organisational Structure

Please provide organisation structure chart.

## Additional Information

Please complete the additional information as fully as you can.

Supervision / Management of People				
Please indicate which group best describes the total number of staff the post holder is responsible for:				
None	Up to 5 staff	6 to 15 staff	16 to 49 staff	50 plus staff
	x			
Are the staff based at the same work location?				Yes
Will the post holder be responsible for contract / agency / project staff?				Yes

In the normal course of their duties would it be reasonable to expect the job holder to undertake, or be involved in, any of the following on a regular basis.

If Yes, please provide an estimate of the % of their working day this involves.

Work Environment					
Activity	Yes/No	% of working day	Activity	Yes/No	% of working day
Office duties.	Yes	100%	Use of a computer.	Yes	90%
Audio typin	Yes	90%	Crisis or conflict situations.	Yes	5%
Walking more than a mile.	No		Manual handling.	No	
Working alone or in isolation.	No		Working in confined spaces.	No	
Driving a car, van or minibus.	No		Preparing or serving food.	No	
Exposure to infectious diseases, e.g. Tuberculosis (TB) or Hepatitis B.	No		Working in awkward positions, e.g. stooping, bending, reaching.	No	
Exposure to substances hazardous to health, including lead, asbestos or radioactive substances.	No		Operating heavy or hazardous machinery including forklifts, diggers or cranes.	No	
Regular and repetitive movements.	No		Working shifts / unsocial hours, nights.	No	
Outdoor work involving uneven surfaces.	No		Standing or sitting for prolonged periods.	Yes	90%

Activity	Yes/No	% of working day	Activity	Yes/No	% of working day
Working shifts / unsocial hours / nights.	No		Working at heights / on ladders, roof work.	No	
Teaching, or responsibility for, children.	No		Outdoor work involving extremes of temperature.	No	
Electrical hazards.	No		Control and restraint.	Yes	5%

<b>Resources</b> – identify & list personal and identifiable accountability for physical and financial resources including those of clients:
Responsible for at least 2 staff. Effective management of budget up to £300,000, strategic planning and implementing of all Regeneration Communications including the Tottenham.london website.
<b>Cash/Financial Resources</b> - Is the post personally and identifiably accountable for the accurate handling / security of cash and cheques? If yes, specify the average amount controlled at any one time and the nature of the accountability:
No
<b>Plant/Equipment</b> - is the post personally accountable for the proper use / safekeeping of plant / equipment? If yes, please indicate the type(s) of plant/equipment and the nature of the accountability:
No
<b>Stocks/Materials</b> - Is the post personally accountable for materials / items of stock? If yes, please indicate the type and approximate value and the nature of accountability:
No
<b>Data Systems</b> - is the post personally accountable for the use, manipulation and safekeeping of data systems whether manual or computerised? If yes please indicate the type of system(s) and the nature of the accountability, whilst explaining the importance of the data systems to the Council's operations:
No
<b>Buildings</b> - Is the post personally accountable for the proper use and safekeeping of buildings? If yes please indicate the type of building(s) concerned and the nature of the accountability:
<b>No</b>