

**Manchester City Council
Role Profile**

**Senior Communication Officer (Digital), Grade 7
Communications Services, Corporate
Reports to: Communications Manager (Digital)
Job Family: Corporate Organisational Support**

Key Role Descriptors

Working within a support service or Centre of Excellence, the role holder will provide a high quality, professional service utilising expertise to support the resolution of complex issues to enable organisational stakeholders to deliver services in line with corporate aims and objectives.

This role is in the Digital Team and sits within Content and Strategy

Role Portfolio

Communications is a centre of excellence, driving value for money and ensuring that marketing and communication support for directorate and Council wide priorities. The service is structured into two areas, **Content and Strategy** and **Operations and Commercial**:

Content and Strategy plans and develops the strategy for communications activity, drawing out the key messages and shaping the tactics to get the messages to the relevant audiences. They then bring the 'story to life' by providing creative treatments, designing web pages and content presentation / user journeys. Within Content the following services are provided:

- Marketing, account management, insight, research (with assistance from PRI), channel planning, media buying and digital communications
- Press office - promotes the Council via proactive PR, protects its reputation and responds to media inquiries, major events supporting communications (marketing and digital)
- Internal communications – intranet, staff communication and engagement

- Creative design – crafting the look and feel of the messages and campaigns through all mediums based on the target audience
- Digital - manage the council's website by creating and managing effective web content that supports residents to access services and information

Operations and Commercial delivers the operational functions for Communications - print, mail, distribution and supporting residents with interpretations and translations and supporting events with technical delivery. This team also identifies opportunities to commercialise our operations. The delivery arm of the directorate provides

- Print and mail services – apart from the obvious this also includes delivery of the digitisation of operational services, such as hybrid mail and management of the local print infrastructure
- Translations and interpretation services
- Presentation & technical AV services
- Commercial relationship management

Senior Communications Officer (Digital)

This role is part of a wider team and will develop and deliver communication strategies and plans to support the organisation's agreed business objectives in line with the overarching communications strategy. Creating high quality communications content and activity for the council's web platforms linked to the council's priority activity and/or for key reputational issues. Therefore a clear understanding of a public sector organisation and its website is required.

The role requires experienced client and relationship management to enable effective work alongside service based clients and communication colleagues, giving professional advice, guidance and support across all web based communications platforms.

The role will have oversight of the delivery of key digital projects, and activities associated with the website often using user insight and engagement to shape effective strategies for further development of content and online services. All in line with the Communications Web Principles.

They will use user insight and engagement to shape effective strategies for the development of content and online services in line with our web principles.

They will oversee the delivery of digital projects, and activity associated with the

website ensuring the effectiveness and quality delivered by Communications Officers.

They must have relevant and proven experience in the technical requirements that are attached to this role profile

They should demonstrate line management skills so they can provide day to day line management and supervision for Communication Officers within their team ensuring the quality and effectiveness of their work.

They will work with clients across the organisation to provide professional advice and expertise, and training to ensure clear communication throughout.

Key Role Accountabilities:

Be a member of and contribute fully to a team supporting a range of services within a specific area of the Council, securing timely and effective support and advice for managers.

Deliver work-streams and projects commissioned by key stakeholders, acting as advisor in relation to service projects and strategy implementation to support the effective decision making processes of the Council and to enable it to meet its legal obligations.

Ensure that work packages delivered are in line with organisational direction of travel and agreed policies / procedures, including consideration of Public Service Reform principles.

Provide robust and effective analysis of information, using outputs to inform work packages and advice to client services. Support the development and implementation of systems and processes which prioritise work requests based on meeting key corporate objectives.

Proactively assist the monitoring and review processes and procedures to ensure that key performance indicators are met and implement strategies and procedures to continually enhance the service.

Maintain competence in subject matter specialism, undertaking research and information gathering to ensure Council adopts and maintains best practice in areas of specialism, providing ad hoc advice as required.

Roles at this level may be required to manage a range of assigned resources. Staff management duties may be either through direct line management (including appraisals, performance management and other duties) or through

matrix management of a virtual team of officers. The roleholder will be expected to effectively coordinate resources to support the principles of 'joined up' response.

Personal commitment to continuous self development and service improvement.

Through personal example, open commitment and clear action, ensure diversity is positively valued, resulting in equal access and treatment in employment, service delivery and communications.

Where the roleholder is disabled every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the role. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.

Senior Communications Officer Digital, Grade 7 - Key Behaviours Skills and Technical Requirements

Our Manchester Behaviours

- We are proud and passionate about Manchester.
- We take time to listen and understand
- We 'own it' and we're not afraid to try new things.
- We work together and trust each other.
- We show that we value our differences and treat people fairly.

Technical Requirements (Role specific)

The roleholder will hold responsibility for the development of effective digital content and the development of online services on the council's website, intranet and other associated websites - working alongside service based clients and communication colleagues. They will use user insight and engagement to shape effective strategies for the development of content and online services in line with our web principles

They will oversee the delivery of digital projects and activity ensuring the effectiveness and quality delivered by Communications Officers.

They must have relevant and proven experience in the technical requirements that are attached to this role profile.

The role holder will have proven experience in:

- as a content editor / designer, or UX writer for multiple projects
- Delivery of high quality online services
- Working in a multidisciplinary team of marketers, researchers and designers
- Creating informative, friendly copy across a variety of platforms
- Establishing and iterating content frameworks and design patterns
- Making evidence-based decisions
- Communicating clearly and regularly with stakeholders
- Management of small project teams
- Training content teams
- Have a clear understanding of relevant legislation (including accessibility and privacy)

- **Communication skills:** Ability to communicate effectively and break down key and complex information, ensuring the communication is understood. Ability to advise and put case across. Ability to influence or persuade internal and external stakeholders. Strong, adaptable, communication skills. Excellent grasp and use of spoken and written English.
- **Analytical skills:** Ability to absorb, understand and quickly assimilate complex information and concepts and compare information from a number of different sources.
- **Planning and organising:** Ability to manage own time effectively. Ability to clearly prioritise work for self and others to demanding, often immediate, deadlines. Ability to maintain sound judgment under competing priorities and pressures. Ability to turn strategic ideas and objectives into practical, well-organised plans.
- **Problem solving and decision making:** Strong decision-making skills with the ability to resolve complex issues in a pressurised environment. Continually performs at high levels of achievement, demonstrating tenacity, energy and commitment to achieve desired results.
- **Strategic thinking:** Ability to translate vision into strategy, and strategy into action. Ability to identify and prioritise objectives that are consistent with the strategic vision of the organisation. Ability to contribute to the development, implementation and evaluation of strategy to shape future plans.
- **ICT skills:** Ability to use multiple applications, systems and associated software packages.

Generic Skills

- **Communication Skills:** Speaks fluently, expresses opinions, information and key points of an argument clearly, makes presentations and undertakes public speaking with skill and confidence.
- **Analytical Skills:** Ability to absorb, understand and quickly assimilate complex information and concepts and compare information from a number of different sources.
- **Planning and organising:** Ability to organise own time effectively, creating own work schedules, prioritising, preparing in advance and setting realistic timescales for own self and others. Has the ability to visualise a sequence of actions needed to achieve a specific goal and how to estimate the resources required.
- **Problem Solving and Decision Making:** Ability to formulate independently a range of options for new or unfamiliar situations and to select the appropriate

course of action to produce a logical, practical and acceptable solution. An ability to make independent decisions of a relatively uniform nature.

- **Strategic Thinking:** Skills to develop measures and methods for monitoring and evaluating performance against the strategic plan.
- **ICT Skills:** Ability to use multiple applications, systems and associated software packages.
- **Research and Intelligence:** Ability to conduct research using a variety of techniques, in order to gather evidence and evaluate intelligence, recording in compliance with documented standards and legislation.
- **People Management:** Ability to organise own and others activities with an ability to carry out operational planning for a specific service area.