

Job Description

Job Title	Director of Communications and Engagement
Directorate	Strategy and Change
Service Area	Improvement & Exec Support
Grade	Director 3b
Competency Level	3
Salary	£101,896 - £125,872
Job Type	Office Based/Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not required
Job Evaluation Ref No	

Job Purpose

Responsible for all aspects of Liverpool City Council's communications and engagement activity including media, campaigns, public affairs and reputation and crisis response, in support of achieving Council Plan outcomes.

To act as the principal adviser on communications and stakeholder engagement for the City Council and take a lead role working with partners on wider city communications.

Lead a high-performing, award winning external and internal communications and engagement function that supports the council's ongoing culture change and transformation.

Working with colleagues, develop and deliver a resident and community engagement approach that ensures the voice of residents and communities is heard.

Directly Responsible For:

The communication team is made up of 15 people, with three direct reports (internal communications, external relations and campaign manager). The team budget is approximately £954,000. Members of the team provide out of hours support to the Council on a rota basis.

Directly Responsible To:

Chief Operating Officer

Main Areas of Responsibility:

As the most senior communications professional, act as lead adviser to senior politicians, including the Leader of the Council, Cabinet, the Chief Executive and senior officers.

Lead the production and delivery of high quality and professional communications strategies, content creation and stakeholder engagement using a range of existing and emerging communications channels.

Lead the council's communications during any crisis or major incident.

Be a visible, senior leader and a strong contributor to the wider council leadership team, leading and contributing to corporate initiatives.

Develop and deliver the council's corporate narrative, brand, tone of voice, values and priorities, co-designing and ensuring buy-in to delivery.

Lead and inspire a modern communications and engagement function, pro-actively developing content, focused on professional development and the use of insights and evaluation to deliver the priorities set out in the council plan. Working with colleagues, develop and deliver an approach to resident and community engagement in a diverse city with a range of audiences.

Develop and deliver a strategic internal communications and engagement strategy, essential to the council's culture change, ensuring effective two-way communication with online and offline staff.

Develop communications relationships with print, digital and broadcast journalists, influencers, and commentators to further the council's ambitions.

Build trust and influence with external networks and stakeholders within the city, regionally and nationally to further the council and city ambitions.

Regularly attend meetings of the Council Management Team and other senior elected member and officer meetings as required. Promote and implement the council's Equality Objectives, Equality Policy and commitments in all aspects of communications and engagement, and embed the Council's aim of becoming an anti-racist organisation

Supervision and Management Responsibility:

- Ensuring activities are planned to include meaningful one to one conversations, quality annual appraisals and regular workforce planning and development
- Manages performance and behavioural issues effectively

Budget and Financial Responsibility:

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact
- Monitor financial performance and deliver within budget
- Monitor financial performance, deliver within budget and seek savings and efficiencies by exploring opportunities to draw funding where appropriate
- Set, monitor, and remain within budget whilst challenging the team to deliver increased efficiencies
- Explores different options for funding and income generation
- Include details of the value of budget/financial responsibility and what this budget should be used for

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- Long periods of sitting and standing

Corporate Responsibility:

- Contribute to the delivery of the Council and City Plan
- Delivering and promoting excellent customer service, externally and internally
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement

- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to diversity and inclusion and promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan
- To participate in the Council's Strategic out of hours emergency duty rota on a voluntary basis

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level **3**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Educated to degree level or equivalent professional experience (A)
- Relevant professional or managerial qualification or equivalent professional experience (A)

Experience

Essential

- Significant experience in leading and delivering external and internal communication and engagement functions that achieve outcomes in a complex, high-profile organisation (A, I, P)
- Experience of working with a range of stakeholders including residents and communities, government, partners and the media with an understanding of the political and policy environment we operate in (A, I, P)
- Expertise in managing high-profile media relations, public affairs, crisis response and reputation management (A, I, P)
- Proven experience of providing authoritative and influential advice to senior leaders on strategic issues and opportunities (A, I, P)
- Extensive leadership experience with a track record of leading multi-skilled communications teams in complex, evolving environments (A, I, P)

Skills/Abilities

Essential

- Excellent stakeholder management and an ability to work collaboratively to deliver an effective and efficient communication and engagement function that can demonstrate impact (A, I, P)
- Excellent verbal, written communication and interpersonal skills, able to engage with a wide range of internal and external stakeholders (A, I, P)
- Approachable, resilient, and politically aware, able to understand and reflect political sensitivities, where appropriate, whilst maintaining political neutrality (A, I, P)
- Sound judgement and an ability to provide authoritative and influential advice to senior leaders, sometime in crisis or challenging circumstances (A, I, P)
- Highly familiar and confident with digital channel strategies together with new and emerging technologies and able to meet the needs of 'offline' staff and residents (A, I, P)
- Ability to lead the development and delivery of campaigns, media, internal and external engagement strategies with demonstrable positive results (A, I, P)
- Strong interpersonal skills, including the ability to lead and motivate and establish new networks and influence internal and external stakeholders (A, I, P)
- Strong analytical and project management skills, and the ability to use data and information intelligently to inform evidence-based planning and evaluation (A, I, P)
- Culturally competent and confident to lead communications and engagement in a diverse city with a range of audiences (A, I, P)

Commitment

Essential

- A commitment to personal continuing professional development through a related professional body such as CIPR, CIM or PRCA, etc.
- A commitment to continuous improvement and innovation in communications practice, including the use of insight, evaluation, AI and digital channels to deliver successful outcomes.
- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council