

Job Description

Job Title	Head of Communications, Marketing, and Media
Directorate	Strategy and Change
Service Area	Communications and Engagement
Grade	12
Competency Level	3
Salary	£68,419 – £75,869
Job Type	Hybrid
Location	Cunard Building
Disclosure and Barring Service (DBS)	Not required
Job Evaluation Ref No.	

Job Purpose

An experienced senior leader to manage and lead an integrated communications, marketing, and campaigns function that enhances the reputation of Liverpool City Council, builds trust with residents and supports the delivery of council priorities.

The postholder will deliver expert leadership in media relations, marketing, campaign management, and strategic communications. They will ensure that all communication and marketing efforts are inclusive, accessible, and, where



appropriate, evidence based. Ensuring all communication and marketing activities resonate with and reflect the diverse communities of Liverpool.

The post holder will develop and oversee a consistent and comprehensive approach to communications throughout the Council, to effectively engage Liverpool residents, in line with all relevant strategies and plans.

Directly Responsible For:

Communication Managers

Communication Officers

Campaign and Marketing Officers

Communication Video Officers

Directly Responsible To:

Director of Communications and Engagement

Main Areas of Responsibility:

- Lead on communications and marketing strategies across the Council, ensuring that Liverpool City Council meets its aims, core values and business objectives as set out in the City Plan
- Be accountable for the successful operation of the council's communications strategies, engagement, consultation, campaigns, media operations and internal communications functions
- Act as a communications and media strategist, using multi-channel communications to deliver messages to diverse audiences across often sensitive issues

- Deputise for the Director of Communication and Engagement as and when appropriate
- Provide leadership and direction to the City Council's communications and marketing function, supporting directorates, services and partners as required
- Ensure the effective management, strategic direction, development and promotion of the communications and marketing function, maximising the use of modern media technology and in accordance with all relevant professional standards and legislative requirements
- Provide strategic communications advice to the Leader and Cabinet members, Chief Executive and Management Team on major corporate policy and operational issues
- Manage, control and report on the overall performance of the communications function to senior officers and elected members
- Develop effective internal networks and working arrangements to ensure the communications function is responsive to the needs of customers (residents, businesses and partners)
- Establish and maintain effective communications links with a wide range of external partners, national and local government, other parts of the public sector, the private and third sectors
- Contribute to the City Council's strategic priorities through a mix of innovative and exciting communications and public relations approaches
- Oversee the production, monitoring and evaluation of publicity in relation to major City Council events and projects
- Develop and maintain strong relationships with local, regional and national media. Managing high-profile media stories and having editorial responsibility for key corporate publications, both internal and external
- Ensure that effective reputation management strategies and policies are implemented, which enhance the City Council's well-established and positive media position locally, regionally, nationally and internationally

- Promote the interests of the City Council and its partners locally, regionally, nationally and internationally, establishing and maintaining a clear profile for the City Council and enhancing its influence and impact
- Facilitate communications with clients and customers through the provision of professional advice on communications and related issues to maintain compliance with corporate policies, to promote best practice standards and to improve corporate governance
- Attend committee meetings, other member bodies and such external working groups as required
- Develop, interpret, challenge, advise on and assist in the implementation of corporate policies and strategies, procedures, rules, codes and protocols within the Constitution
- Integrate community feedback into the council's decision-making processes, supporting transparency and accountability
- Oversee the delivery of high-impact, insight-led campaigns that support behaviour change and service transformation

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 your own functional cost centre budget, 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

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:

- The role will involve regularly standing for long periods of time when hosting events and delivering engagement activity. Some outdoor working will be required when organising site visits or other external engagement sessions

Corporate Responsibility:

- Contribute to the delivery of the Council 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
- Commitment to managing people well and in line with the Council's People Plan
- Business continuity, emergency planning, and risk management
- Participation in the tactical/out of hours rota

- 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 equal opportunities and to 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

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: **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

- Degree or equivalent qualification in communications, marketing, journalism, public relations or a related field (A)
- Evidence of continuing professional development (A)

Desirable

- Membership of a relevant professional body (e.g. CIPR, CIM, PRCA)

Experience

Essential

- Significant experience and track record of working for a major organisation in a leadership role (A/I)
- Substantial experience in leading communications, marketing, or campaigns function/teams in a complex organisation (A/I)
- Extensive experience of developing and delivering integrated communications and marketing strategies (A/I)
- Strong track record in media relations and crisis communications (A/I)
- Experience of managing digital communications and social media platforms (I)
- Experience of leading behaviour change campaigns (I)

- Experience of working with senior stakeholders (e.g. executives, elected members) (I)
- Experience of leading, motivating and inspiring significant numbers of staff in a demanding and changing environment (I)
- Experience working collaboratively with senior stakeholders/partners across multiple disciplines to achieve organisational objectives (I)
- Demonstrated ability to manage multiple projects and priorities in a fast-paced environment (I)
- Successful experience of driving a performance culture, including people planning, target setting, performance appraisal and managing and motivating diverse staff groups (I)

Desirable

- Experience in designing and implementing community engagement and consultation programmes
- Experience working within the public sector or a local government environment
- Experience of working effectively in a political environment and establishing effective relationships either through elected boards, strategic boards or political governance systems
- Experience supporting organisational transformation or change management initiatives

Skills/Abilities

Essential

- Strong communication skills, both written and verbal, including the capacity to convey technical information to non-specialist audiences (I/P)

- Ability to work independently and as part of a team, demonstrating initiative and adaptability (I)
- High level of digital literacy and understanding of digital trends (I)
- Ability to work under pressure and manage competing priorities (I)
- Strong interpersonal and influencing skills (I/P)
- The ability to develop practical and creative solutions to both service and corporate problems (P)
- Ability to handle sensitive and confidential information with discretion (I)
- Sound judgement and the ability to anticipate and plan for future developments (I)

Desirable

- Experience with project management methodologies and tools
- Knowledge of change management frameworks and best practices
- Understanding of behavioural science in communications

Commitment

Essential

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council (I)
- Commitment to quality and personal accountability in all areas of work (I)
- Commitment to and understanding of equal opportunities (I)

Other

Desirable

- UK driving licence



- Working outside of traditional working hours at times