

Head of Communications

Service	Reporting to	Location	Grade
Policy, Performance & Communications	Director of Policy Performance & Communications	Civic Campus / Hybrid working	Band D – Up to £77,183

About the role

- You will be responsible for providing effective leadership and development of the Communications Service. This includes overall strategic management of the Communications Service, its people and financial resources – including media relations, marketing, public relations, digital media, social media, internal communications and graphic design.
- Lead the development and delivery of Council Communication and Public Affairs Strategies that are innovative, high quality and good value.
- Advocate for and promote the Council, locally, across GM, and nationally, through proactive engagement and management of relationships with our residents, businesses, the media and a wide range of external stakeholders.
- Develop, lead, manage and deliver complex and high-risk communications, marketing projects and campaigns to ensure the best outcomes for the council, our stakeholders and Salford's residents.
- Develop and maintain strong, influential, and constructive relationships with the City Mayor, Lead Members and senior officers across the organisation – ensuring the development of proactive communications plans that meet business objectives and appropriate approval systems are in place.
- Lead the development and management of effective communications systems – including social media, tools for research and engagement, effective marketing and stay abreast of new technology (eg AI) as it effectives the Communications function.
- Be responsible for the development of elected members and senior colleagues to enable them engage with stakeholders appropriately and to develop shared communications objectives and plans. Ensure effective communications and social media training for elected members.

- Ensure effective horizon scanning to plan, develop and deliver effective communications, marketing and public affairs campaigns that promote Salford and the Council's objectives. Monitor media/political events and advise colleagues on the implications for the council.
- Ensure effective communications support to the Council's emergency planning and response – this role will act as 'Communications Gold Officer', and will ensure effective communications and an out of hours rota at all time. You will lead the management of crisis communications.
- Support the Director of HR and OD with the delivery of the council's Workforce Strategy, EDI and Wellbeing Strategy to enhance the council's brand and improve staff engagement.
- Represent the council at external forums, conferences and meetings to build professional networks and influence wider communications agendas. Lead the Salford Heads of Communications network and ensure strong Salford input to GM Comms Network.
- Be responsible for the organisational development of the Communications Service, ensuring compliance with best practice, relevant legislation and council policy.
- Be responsible for the Communications Service budget and delivery of high quality, value for money services within budgetary parameters.

Key outcomes

- Develop, lead and manage the Council's Communication and Public Affairs Strategies.
- Provide visible, strategic leadership for the Communications Service, which embodies the City Council's leadership behaviour framework, and develops a culture that promotes innovation and creativity in service transformation and delivery.
- Utilise strong engagement and influencing skills to work closely with Elected Members and Council Leadership Teams to ensure high quality advice and sufficient resource is available to support key priorities across the organisation.
- To manage and advocate, where appropriate, in highly complex and/or sensitive matters across the breadth of the Council's functions.
- Demonstrate strong diplomacy, negotiation and interpersonal skills which will support and influence corporate strategies to achieve the best service and project outcomes compatible with communications and public affairs management.
- Foster key strategic relationships with partners, locally, regionally, and nationally.

- Lead a people centred and values-based culture where people are encouraged to learn and develop, inspiring employees and providing senior management support within the division, motivating, and supporting all employees to achieve their full potential.
- Develop and maintain a workforce with the capacity and capability to deliver on the priorities for the service and develop a culture that promotes innovation and creativity in service transformation and delivery.

What we need from you

- To model and demonstrate our values and leadership behaviours, embedding a values based culture within a diverse team. Demonstrating understanding, respect for others and treating everyone fairly, whilst holding others to account to display organisational values.
- A relevant degree level qualification in a relevant subject or substantial experience in a relevant area such as public relations or journalism in a professional capacity
- Knowledge of local government and communications theory, good practice, innovation, legislation, regulations and legal frameworks. Alongside a good understanding of issues facing public sector and local government, the political landscape at a local level and implications of these have on communications and public affairs work.
- Extensive experience of providing strategic public relations advice to senior people in local government or in a large or complex organisation
- Excellent influencing skills to build good working relationships in a complex political organisation, ensuring effective collaborative working with senior elected members, executive officers and other teams across the council.
- To think analytically, strategically and creatively; with complex problem solving, collaboration, organisational, and technical skills in a Communications discipline, to develop, produce and deliver a high quality communications, marketing and public affairs strategy for the council.
- Experience leading a multi-channel communications team, recognising skills, values and strengths, and utilise these to make the most of opportunities. Set high standards and challenging goals, with a focus on delivering service requirements, ensuring the best outcomes for the council and its residents.
- Ability to translate council priorities to provide direction to strategic communications, looking for every opportunity to improve performance and impact, whilst advocating for Salford residents and growing the councils reputation.

- Role modelling efficient and effective work in a Communications environment by using technology as an enabler of productivity and innovation.
- A strategic approach to developing and building strong collaborative relationships with internal and external stakeholders, finding creative ways to make services more sustainable and flexible, and listening to the local population with the overarching goal to enhance Salford Councils national reputation.
- Be open and ready to learn and share knowledge and skills with others; using a coaching based approach to support others and enable them to achieve their objectives and potential. With the vision of building a service that can fulfil the future needs of the Salford.

What we can offer you

Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Personal Development Reviews to discuss your development with your manager and create your development journey. It's important you also take full advantage of any informal learning available to you during the course of your work.

Developing your leadership skills

We want to equip our leaders with the knowledge, skills and behaviours outlined in our #LeadingSalford programme. Our aim is to support you to lead highly engaged, motivated teams in today's rapidly changing environment. This will be achieved through a range of bite-size Master Classes designed to help you meet the expectations that we have of our Salford leaders. In addition to the core Master Classes, we also provide accredited leadership programmes which let you build on your experience, learn about emerging approaches, and further develop your leadership practice.

Online learning

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, and Safeguarding Children and Adults. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.

Professional Development

Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard. Access professional development ranging from entry level to

master's type qualifications, including achieving a role appropriate qualification. Details can be found on [the Institute of apprenticeships](#) website.

A digital organisation

Developing your digital skills

Our ambition is to provide our workforce with the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills. These will be delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the [iDea](#) website.

Sharing your digital skills

Our goal is to support you to share your digital knowledge with other people. Our Digital Eagles programme has been designed to cover basic digital skills and build your confidence to assist others. By the end of this programme, you will join hundreds of staff members who already are digital eagles, and be able to help colleagues, customers, residents, or people in your personal life with all things digital.









Our vision and priorities

Our vision

The council has a vision is to create '**A fairer, greener and healthier Salford**'. To help us achieve this vision we have identified some key priorities to tackle the problems people in Salford are currently facing, [the Great Eight](#).

Salford is beginning a journey of economic transformation, with the mapping out of the city's economic future through key pieces of city council work. We're calling this [The Salford Way](#).

The Great Eight are:

Tackling poverty and inequality.  1	Creating vibrant places and spaces.  2	Tackling the climate emergency.  3	Skills and education (A Learning City).  4
Affordable housing and reducing homelessness.  5	Promoting transport and digital connectivity.  6	Creating an economy for all.  7	Tackling health inequalities and providing the best possible care.  8

Our leadership behaviours

As a values-based leader you will:

- Model the values and embed them into the way your team delivers services.
- Hold people accountable for demonstrating the values.
- Respect and care for others, treating everyone fairly, valuing and welcoming diversity, respecting people's identity, listening and acting on the things people say to enable everyone to achieve their full potential.
- Be honest, taking responsibility for your actions and decisions.
- Use resources that you are trusted with wisely.

To lead others, you will:

- Listen to understand, not to defend.
- Give people the freedom to use their initiative.
- Provide opportunities for people to discuss and solve problems and issues – focussed on learning, not blame.
- Regularly provide coaching and support to others to help them achieve their objectives and potential.
- Appreciate and build on people's strengths.
- Motivate, engage, encourage and inspire others in order to be the best they can be.
- Build lasting productive relationships with residents, partners and elected officials.

To lead outcomes, you will:

- Be visible, inject pace, vigour and purpose.
- Expect high standards; mediocrity is not acceptable.
- Take an evidence and whole system approach in making decisions.
- Maximise technology and models to deliver quicker, easier, better services.

- Have a digital mindset, fully utilising digital systems and solutions to deliver services efficiently and effectively.
- Set context and challenging goals that will motivate people to take ownership, maximise performance, and develop.

To build and communicate a vision for the future you will:

- Be optimistic and ambitious for the city and its people, helping others to understand the need to change how we do things.
- Build strong collaborative relationships to find creative ways to make services more sustainable and flexible.
- Recognise and value the strengths of people and places, taking a strengths-based approach to make the most of opportunities.
- Support people through change, in undertaking new things, and taking risks.
- Take a place and whole system approach in designing, delivering, and leading services developing solutions with our partners.
- Ensure inclusion is integral to service delivery and organisational performance and develop a resilient, diverse workforce who reflect the increasing diversity of our city.
- Be optimistic and ambitious for the city and its people, helping others to understand the need to transform public services.

Our organisation's values

We have four values: Pride, Passion, People, Personal responsibility.

[Our four values](#) are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.

Our values



Pride

Passion

People

Personal responsibility

Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.