

## **Job description**

Job title: Communications and marketing business partner

Grade: PO6

Date: February 2016

## **Job purpose**

The role of the communications and marketing business partner is to facilitate communications and marketing solutions in a way that enables colleagues across the council to deliver council priorities.

Business partners will understand the functional and business realities of the council and the political and the external environment in which the organisation operates.

Business partners will provide a high quality and comprehensive partnership approach to working with internal and external clients.

Business Partners will champion and role model the principles of good communication and the council's values and behaviours.

## **Key accountabilities**

1. Act as the key interface between named services and the communications and marketing team.
2. Understand and anticipate current and future communication and marketing needs.
3. Develop effective joint strategies that deliver measurable outcomes including innovative and compelling communications and marketing solutions to service issues.
4. Plan, organise, co-ordinate, deliver and control communications and marketing activity that supports delivery of business objectives.
5. Provide robust and deliverable communications and marketing advice to officers and elected members.
6. Gain agreement on how communications and marketing budgets are allocated, ensuring money is spent wisely and secures best value.
7. Manage and control project and campaign budgets and resources effectively and efficiently, in line with the council's financial procedures rules, and monitor expenditure and costs against the delivered and realised benefits on an on-going basis.
8. Build and maintain relationships and confidently engage with colleagues, elected members and stakeholders both internal and external at all levels.
9. Develop relationships that get commitment to communications and marketing activity that support delivery of the council's strategic goals.
10. Manage stakeholder expectations and resolve issues with service delivery.

11. Provide a clear sense of direction, purpose and leadership for communications and marketing team members, engaging and motivating staff and creating a culture of teamwork, innovation and creativity.
12. Support the leadership and delivery of the communications and marketing team across the council, by deputising for the head of communications and marketing.
13. Lead on specific elements of communications and marketing priorities on behalf of strategy and improvement.
14. Ensure communications and marketing team members are operating to the required quality and performance standards and in pursuit of the strategic goals articulated by the head of communications and marketing and to evidence this as required (e.g. high level performance metrics).

### **Personal specification**

The post holder should demonstrate the following within the context of the key role duties and responsibilities:

- the Leeds City Council managers' habits to a high standard;
- competencies at manager level of the communications and marketing competency framework;
- excellent written and verbal communication skills with the ability to engage, influence and negotiate and to form positive relationships at all levels;
- business and customer focus with a commitment to winning the trust of colleagues, senior managers, elected members and customers;
- a creative and considered approach;
- excellent attention to detail;
- highly organised, able to manage own workload and meet deadlines;
- high level of communications and marketing expertise in relevant discipline(s);
- sound professional judgement based on experience and personal resourcefulness;
- an inclusive approach and a commitment to equality and diversity;
- contributes to own health and wellbeing and promotes the health, safety and wellbeing of others; and
- commitment to their own continuing professional development and that of others in the team.