

## **Interim Head of Communications and Marketing posts**

Job share: Danni Clayton and Donna Cox

Whilst Danni and Donna both have specialisms (in line with the wider team model) of marketing and campaigns, and media relations respectively; as they have for the past year during the acting up opportunities they will continue to work across the full range of communications and marketing, deputising for each other and providing leadership, guidance and expertise across the board as required.

Current comms team budget overall is around £1.39m, predominantly spend on salaries, some software / subscriptions / development and training. The best estimate of single comms budget – not including capital programmes or Visit Leeds – is £1.5 - 2m. This has been estimated looking @ highest service spend – eg: fostering annual marketing budget of £85k, clean air Leeds £200+, full city Covid campaign costed @ £360k

The roles will drive the development of a single communications budget, managed by the team and deployed to meet council and city priorities would:

- guarantee value for money on media (including digital) buying, design and print frameworks and other externally commissioned services; and
- find efficiencies and synergies around reaching target audiences.

### **Core functions across both posts**

- Provide professional and strategic leadership of the council's communications and marketing activity across the full range of communications channels and platforms including media and digital.
- Leadership and management of the communications and marketing team, professional responsibility for all council communications and marketing resources and oversight of outsourced arrangements.
- Create a culture of excellence in communications and marketing activity with a focus on outcomes and actively promoting the council and the city's interests.
- Support the chief executive and the political leadership of the council in development of the strategic direction of the council's reputation, profile and influence on a local, regional, national and international stage.
- Lead the team to use insight, creativity, customer focus and professional expertise to deliver communications that build trust, shift attitudes, drive actions and influence behaviour.

### **Key skills and abilities**

- Strategic corporate communications, internal communications and external relations at a senior level gained within a large, high profile and complex organisation.
- Building collaborative and productive relationships with multiple stakeholders both internally and externally at a local and national level leading to tangible improved outcomes.
- Understanding of the local and national policy and political context and its impact on the council and the city.
- Excellent leadership abilities with ability to lead, develop and empower a team of communications and marketing professionals to support the delivery of our Best Council and Best City ambition.

### **LCC Values**

**Working as a team for Leeds** Provide leadership and team working skills including ability to work with and through others; implements corporate decisions with energy and vigour within the principles identified in the council's Leadership Profiles.

**Being open, honest and trusted** Ensure citizens and council members are provided with all relevant information to make decisions; learns from mistakes

**Working with communities** Work effectively with a variety of partners organisations to deliver services; communicates and involves stakeholders and the wider community in new developments to encourage ownership and commitment

**Treating people fairly** Recognise that everyone has an equally important part to play within the Council and valuing the diverse and vibrant nature of the city and all its citizens

**Spending money wisely** Set high expectations of achievement across a range of strategic outcomes, actively seeks out opportunities to improve delivery of services through partnership and feedback from service users.

#### **Core functions**

- Crisis communications
- Public engagement
- Directing of social media/digital engagement from a reputation management perspective
- Oversight for corporate communications and internal communications for staff
- Oversight of senior LCC relationship management, including CLT and Executive Board and key partners
- Finance – budget monitoring and authorisation of spend within the wider team
- Plan, organise and manage PO6 leadership team and wider team resources
- Succession planning
- Training and professional development
- Management of sickness absence and leave