

## Communications Family

A job family is a method of defining jobs. The emphasis is on focusing on a group of similar roles rather than individual jobs. A job family considers how many levels of that type of work there are and describes the key factors that differentiate one level from the next. It can be used to provide a clear structure for defining how individuals may progress and develop, as well as providing a tool to allow managers to put the right people in the right job.

This document describes the Communications Job Family within Derbyshire County Council. Each level in this job family is differentiated by changes in accountabilities, technical knowledge and skills expected at each level. It can be used to identify and understand the work expected at each level and where individual roles fit against each level.

Each level describes expectations, if required, relating to: people management, equality and diversity, health and safety and risk management.

### **The family's key characteristics are:**

- Generating ideas, researching, creating, writing and delivering a variety of communications materials
- Creating, supporting and managing promotions campaigns for internal and external stakeholders
- Providing technical advice and direction for senior management
- Proactive and reactive communication strategies for stakeholders
- Developing and implementing projects of all sizes with various agencies, including public, private and voluntary sector
- Building and maintaining relationships with stakeholders
- Protecting and enhancing the Council's reputation
- Deploying specialist knowledge in public relations activities

The levels of work are primarily dictated by the size and technical complexity of individual projects. At senior levels the emphasis is

on developing and managing strategic corporate communications programmes and campaigns through a team of staff.

At the intermediate and lower levels, the emphasis is on co-ordinating the work of people on specific projects; providing technical advice to support senior managers; developing and maintaining information to ensure departments comply with legislations and are able to create better public awareness and understanding of their policies, activities and achievements.

**Members of the family include:**

- Managers responsible for developing plans, organising teams and individuals to deliver plans and manage service delivery.
- Supervisors or Team Leads, often on a 'working basis', responsible for co-ordinating the work of people in a team or project.
- Technical Specialists, responsible for creating and communicating ideas and materials.

**Job Family: Communications**

**Code: CMS14**

**Grade: 14**

**Level Purpose:**

To lead designated staff in the delivery of strategic corporate communications programmes, campaigns and services to protect and enhance the reputation of the council.

**Overall:**

Job holders at this level are senior managers, required to lead, manage and motivate staff responsible for providing technical expertise and delivering a range of communications programmes and publicity campaigns. They are also responsible for managing budgets and achieving income targets.

Jobs at this level require a deep technical knowledge of their area of responsibility. They and their staff provide advice and direction to senior managers. Job holders may need to influence and negotiate with senior managers and elected members to change direction, to meet corporate needs. Relevant qualifications and considerable experience is required. Job holders are required to make improvements within their area of work and meet performance targets.

**People Management**

Lead, organise, develop and motivate employees within assigned function/service area specifically undertaking: management of performance, discipline and grievance, training and development requirements, absence management, recruitment and selection.

**Equality and Diversity**

Promote and role model a culture that supports the authority's Equality and Diversity policy to generate a positive environment.

**Health and Safety**

Ensure own compliance with authority's Health & Safety policy/procedures and that of any resources you have responsibility for.

**Risk Management**

Manage risk in relation to service delivery and contribute to the corporate risk management framework.

**Job Family: Communications**

**Code: CMS14**

**Grade: 14**

**Representative Accountabilities & Responsibilities:**

- Identify and deliver improvements to assigned areas of strategic responsibility
- Manage a dedicated team of staff to deliver a range of communications programmes, campaigns and services
- Manage and motivate staff maintaining a highly competent, creative and participative culture through visibly effective leadership
- Oversee the design and delivery of successful and innovative promotions and campaigns
- Deliver effective management and control of delegated budgets and achieve income targets
- Provide high quality advice and direction to senior managers and elected members including successfully negotiating as necessary to change direction or emphasis to meet corporate needs
- Provide high quality technical advice and direction to colleagues through individual expertise
- Ensure absolute accuracy and the highest possible quality of published material
- Develop and implement best practice ensuring that projects are delivered effectively and within agreed timescales
- Set targets and monitor performance to: ensure training needs are identified and addressed, high quality standards are maintained, legislation/regulations and procedures are adhered to and that work is delivered on schedule to enable the business to be effective

**Job Family: Communications**

**Code: CMS14**

**Grade: 14**

**Typical Knowledge, Skills & Experience:**

- Relevant degree or equivalent professional qualification PLUS a marketing or public relations professional qualification and significant experience
- Ability to manage and develop a large team ensuring that all team members are valued and understand their contribution to the service
- Championing excellence and improving the organisation's image and own team's contribution and performance
- Experience of successfully leading strategic communications projects
- Excellent interpersonal and negotiating skills to be an effective negotiator
- Good understanding and practical experience of research and consultation techniques
- Excellent written and verbal communication skills
- Awareness of and ability to demonstrate political sensitivity
- Good understanding of Local Government
- Ability to be innovative and creative and outward-focussed
- Ability to manage budgets effectively

**Job Family: Communications**

**Code: CMS12**

**Grade: 12**

**Level Purpose:**

To promote, protect and enhance the Council's reputation, creating better public awareness and understanding of its policies, activities and achievements.

**Overall:**

Job holders at this level require specific media, communications or public relations qualifications; and significant experience as a senior reporter, Press or Public Relations Officer to work proactively and reactively in managing and communicating key corporate campaigns. They also respond to and manage crisis communications: they must be flexible and politically sensitive.

**People Management**

Lead, organise, develop and motivate employees within assigned function/service area specifically undertaking: management of performance, discipline and grievance, training and development requirements, absence management, recruitment and selection.

**Equality and Diversity**

Promote and role model a culture that supports the authority's Equality and Diversity policy to generate a positive environment.

**Health and Safety**

Ensure own compliance with authority's Health & Safety policy/procedures and that of any resources you have responsibility for.

**Risk Management**

Manage risk in relation to service delivery and contribute to the corporate risk management framework.

**Job Family: Communications**

**Code: CMS12**

**Grade: 12**

**Representative Accountabilities & Responsibilities:**

- Manage and motivate a team of staff taking responsibility for monitoring and feedback on their performance, recruitment and selection, guidance and advice and ensuring their development
- Plan and deliver communications campaigns and strategies for both internal and external stakeholders to promote greater understanding of the authority's policies, objectives and achievements
- Work pro-actively and reactively with local, regional and national media organisations to communicate key corporate messages
- Advise elected members, senior managers and other stakeholders in public relations and media relations matters
- Devise, write and produce a range of corporate publications to deliver key messages
- Prepare and distribute written information to stakeholders
- Respond to and manage crisis communications working with range of contacts as appropriate
- Manage contracts with internal and external suppliers to ensure projects are delivered on time and within budgets
- Set targets and monitor performance in order to ensure service /project delivery
- Manage and control devolved budgets within own area



**Job Family: Communications**

**Code: CMS12**

**Grade: 12**

**Typical Knowledge, Skills & Experience:**

- Communications degree, NCTJ proficiency certificate or equivalent media or public relations qualification
- Significant experience as a senior reporter, press or public relations officer
- High standard of written and oral communications
- Political sensitivity and good understanding of local government structure and activities
- Creative ability to devise and deliver campaigns
- Excellent time management and drive to meet deadlines, together with flexible approach to adapt to changing demands and timescales
- Experience and understanding of project working
- Good understanding of how the different types of media operate
- Experience of managing and motivating staff to achieve organisational objectives

**Job Family: Communications**

**Code: CMS11**

**Grade: 11**

**Level Purpose:**

To plan, develop and implement major promotional campaigns for the Council.

**Overall:**

Jobs at this level are likely to involve managing budgets, providing advice and information, and producing publications for major Council promotional campaigns. Work may also include supervising support staff on specific projects. Professional qualifications and experience of working in a promotions office environment is required. It is also important to demonstrate political sensitivity, with a good understanding of local government structure and activities, to successfully deliver on campaigns.

**People Management**

Supervise, organise, advise and motivate a team, specifically undertaking: management of performance, discipline and grievance, training and development support, absence management.

**Equality and Diversity**

Actively support the authority's Equality and Diversity policy.

**Health and Safety**

Ensure own compliance with authority's Health & Safety policy/procedures and that of any resources you have responsibility for.

**Risk Management**

Identify opportunities and risks associated with the service and escalate/report to management.

**Job Family: Communications**

**Code: CMS11**

**Grade: 11**

**Representative Accountabilities & Responsibilities:**

- Supervise or manage the work of support staff on specific projects, providing clear organisation, direction and development
- Plan, develop, implement, monitor and evaluate promotions campaigns
- Provide the sound advice and information to senior managers across DCC on all matters relating to promotional activity
- Manage budgets for campaigns in line with financial procedures, including providing accurate forecasts and costings
- Provide information to businesses, partner organisations, other agencies and the public about DCC promotional activities
- Devise, write and produce a range of publications in support of identified campaigns
- Establish and maintain effective working relationships with key contacts in external organisations
- Research developments and best practice and be aware of the effects of changing legislation

**Job Family: Communications**

**Code: CMS11**

**Grade: 11**

**Typical Knowledge, Skills & Experience:**

- Relevant degree or equivalent professional qualification together with relevant experience of working in a promotions office environment
- Knowledge and understanding of the way the media works
- A good understanding of design technology, design principles and constraints
- High standard of written and oral communications
- Effective negotiating and influencing skills
- Experience of and ability to manage, motivate and develop a team on project work.
- Computer literacy including ability to use a range of software packages
- Political sensitivity and good understanding of local government structure and activities
- Creative thinking and the ability to devise and deliver campaigns
- Good understanding of how the different types of media operate
- Financial experience or training sufficient to manage budgets where appropriate

**Job Family: Communications**

**Code: CMS10**

**Grade: 10**

**Level Purpose:**

To create better public awareness, engagement and understanding of the council's policies, activities and achievements, support departments in the effective use of the Council website and social media accounts and provide marketing and communication expertise within a service area.

**Overall:**

Job holders at this level produce and implement marketing and communication plans building positive relationships with internal and external stakeholders. They provide information, training and support materials, and website and social media content for the Council. They are responsible for ensuring all information is up-to-date, high quality, accessible and usable promoting, protecting and enhancing the Council's reputation. Degree level or equivalent qualification, proficiency with the internet, social media and software packages, and a high standard of written and oral communication skills are required.

**People Management**

Supervise, organise, advise and motivate a team, specifically undertaking: management of performance, discipline and grievance, training and development support, absence management.

**Equality and Diversity**

Actively support the authority's Equality and Diversity policy.

**Health and Safety**

Ensure own compliance with authority's Health & Safety policy/procedures and that of any resources you have responsibility for.

**Risk Management**

Identify opportunities and risks associated with the service and escalate/report to management.

**Job Family: Communications**

**Code: CMS10**

**Grade: 10**

**Representative Accountabilities & Responsibilities:**

- Deliver high quality, accessible and usable content managed websites and social media accounts
- Provide communication and marketing expertise within a service area
- Produce and implement countywide targeted marketing and communication plans
- Collaborate with a wide range of external stakeholders including local and national media, businesses, voluntary sector organisations, local authorities, schools and local groups
- Implement internal and external campaigns using a wide range of techniques including: advertising, print, direct mail, media, video and photography, websites and social media, marketing, presentations and road shows
- Work flexibly across all communications disciplines including media, campaigns, internal communications, publications and digital communications
- Provide support to website authors and users in use of content management system
- Develop and maintain the information architecture of the council's websites
- Research developments and best practice and be aware of the effects of changing legislation

**Job Family: Communications**

**Code: CMS10**

**Grade: 10**

**Typical Knowledge, Skills & Experience:**

- Degree level (marketing or PR) or equivalent professional qualification together with relevant work experience
- A good working knowledge of the internet, social media accounts and web information architecture
- High standard of written and oral communications, including ability to write and deliver effective training materials
- Maintain up-to-date professional knowledge of PR practice
- Ability to negotiate and persuade and build and maintain effective working relationships at all levels
- High level of computer literacy including ability to use a range of software packages
- Effective project management skills and experience
- Good time management skills, drive and commitment

**Job Family: Communications**

**Code: CMS09**

**Grade: 9**

**Level Purpose:**

To devise and develop marketing and communications plans and marketing campaigns

**Overall:**

Jobs at this level have responsibility for marketing and communications activity for specified facilities. The job holder also provides organisation and delivery of events and conferences. Relevant qualifications, with practical experience and the ability to write creatively and work effectively with others are key requirements.

**People Management**

Instruct and guide colleagues in the distribution and conduct of work in the team.

**Equality and Diversity**

Act in accordance with the authority's Equality and Diversity policy.

**Health and Safety**

Ensure own compliance with authority's Health & Safety policy/procedures and that of any resources you have responsibility for.

**Risk Management**

Contribute to risk awareness in carrying out your duties and raise issues where appropriate.



**Job Family: Communications**

**Code: CMS09**

**Grade: 9**

**Representative Accountabilities & Responsibilities:**

- Lead on the marketing and communications plan for specified service/area
- Lead and manage the development of relevant marketing campaigns
- Lead on the delivery of events and conferences for the service
- Generate ideas, research and write original articles for publications
- Create original ideas and copy for leaflets, brochures and media releases
- Develop design concepts for printed materials
- Develop and maintain effective working relationships with suppliers and outside agencies
- Liaise with businesses over participation in DCC led initiatives
- Manage and monitor assigned budgets
- Prepare reports, statistical analysis and financial data

**Job Family: Communications**

**Code: CMS09**

**Grade: 9**

**Typical Knowledge, Skills & Experience:**

- Degree level education/qualification in marketing/communications together with practical work experience
- In depth knowledge of IT solutions with experience and proficiency in the use of appropriate software packages
- Knowledge of publication, copyright and other related legislation
- Demonstrable excellent verbal communication skills
- Excellent creative writing skills, accuracy and attention to detail
- Ability to work effectively with colleagues in partner organisations
- Effective research and development skills
- Experience of using new media as effective communications tool

**Job Family: Communications**

**Code: CMS08**

**Grade: 8**

**Level Purpose:**

To support the effective performance of the Communications unit by contributing to campaigns and producing materials.

**Overall:**

Jobs at this level are primarily support roles responsible for producing materials for publications, brochures, media releases, etc. The job holder also provides advice and services for departments; organising and participating in corporate events. Relevant qualifications, with practical experience and the ability to write creatively and work effectively with others are key requirements.

**People Management**

Instruct and guide colleagues in the distribution and conduct of work in the team.

**Equality and Diversity**

Act in accordance with the authority's Equality and Diversity policy.

**Health and Safety**

Ensure own compliance with authority's Health & Safety policy/procedures and that of any resources you have responsibility for.

**Risk Management**

Contribute to risk awareness in carrying out your duties and raise issues where appropriate.

**Job Family: Public Relations**

**Code: CMS08**

**Grade: 8**

**Representative Accountabilities & Responsibilities:**

- Generate ideas, research and write original articles for publications
- Create original ideas and copy for leaflets, brochures, media releases prepared for specific campaigns
- Develop design concepts for printed materials
- Develop and maintain effective working relationships with suppliers and outside agencies
- Provide advice and services for departments across DCC
- Liaise with businesses over participation in DCC led initiatives
- Organise and participate in corporate events, including representing DCC with the general public in person and via other means of contact
- Supporting the planning and organisation of new promotional campaigns and projects

**Job Family: Public Relations**

**Code: CMS08**

**Grade: 8**

**Typical Knowledge, Skills & Experience:**

- NCTJ level of education/qualification together with significant practical work experience
- In depth knowledge of IT solutions with experience and proficiency in the use of appropriate software packages
- Knowledge of publication, copyright and other related legislation
- Demonstrated verbal communication skills
- Excellent creative writing skills, accuracy and attention to detail
- Demonstrated understanding of the operation and purpose of local government
- Ability to work effectively with colleagues in partner organisations
- Effective research and development skills