

Job Description

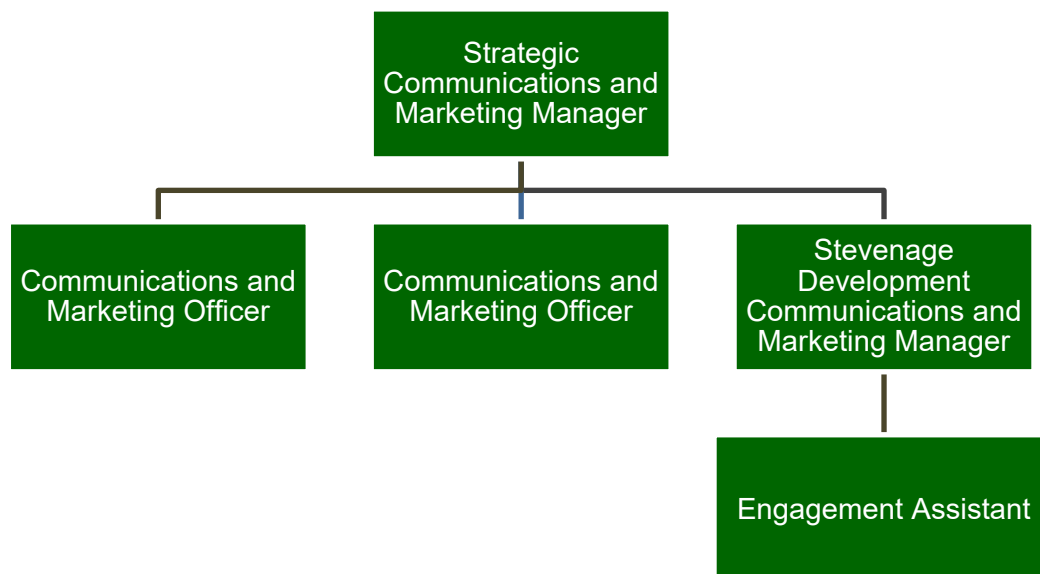
Post Title	Stevenage Development Board Communications and Marketing Manager
Post Number	001101
Business Unit	Communications and Marketing
Business Unit team	Communications and Marketing
Accountable To (<i>Line Manager</i>)	Strategic Communications and Marketing Manager
Responsible For (<i>Direct Reports Post Title</i>)	Engagement Assistant

Job purpose

Stevenage First is an informal but strong partnership governed by a Memorandum of Understanding between Stevenage Borough Council, Hertfordshire County Council, Hertfordshire LEP and Hertfordshire Chamber of Commerce. It was established in early 2015 and its purpose is to coordinate and drive the regeneration of Central Stevenage. It is chaired by the Hertfordshire Local Enterprise Partnership (LEP) and the LEP has allocated £16m of Growing Places funding to enable the regeneration process to be kick-started.

The purpose of this job is to develop and manage the brand of Stevenage First, oversee the communication and marketing strategy and to deliver all activity across all channels on behalf of the partnership.

Organisational position



Key tasks, duties, responsibilities and accountabilities of the post

- Comms and marketing lead for SBC's regeneration activities
- Responsible for creating, drafting, disseminating marketing collateral
- Owner of the and responsible for the Stevenage Even Better Website and Twitter feed
- Working as a key member of the regeneration team
- Partnership working with key partners in the development community and across Stevenage
- Lead contact and responsible for Regeneration Visitor Centre in Stevenage Town Centre.
- People management responsibilities

Service Delivery

- Reporting comms and marketing deliverables
- Liaising with Assistant Director, Regeneration and Portfolio Holder for Environment and Regeneration
- Visitor Centre – staffed and containing up to date collateral
- Stakeholder management – business community and development community
- Ensure services are delivered in a manner which is responsive to customer needs, putting in place mechanisms for gathering and acting upon customer feedback and insight.
- Actively support service transformation, ensuring digital opportunities and solutions are explored and implemented wherever possible.
- Champion a culture of continuous improvement across the Council, ensuring effective performance monitoring and management arrangements are in place and providing timely intervention as necessary to sustain high standards of performance.
- Contribute to the achievement of financial security across the Council, including proactively identifying innovative/commercial opportunities that benefit the organisation, partners and/or customers.

Relationship Management

- Provide strong, effective leadership, including championing corporate activities and initiatives that cross service boundaries and implementing effective joined up approaches and solutions to meet the Council's vision and values.
- Through personal example, provide employees with positive leadership, guidance, direction and motivation that harness the strengths and talents of individuals and promotes achievement of our "one team" culture.
- Foster and maintain excellent working relationships with relevant partner organisations and pursue new ways to deliver services in collaboration with others which benefit the Council, partners and customers.
- Represent the Council externally as appropriate, acting as an ambassador and developing relationships to ensure a positive view of the Council and to influence agendas to meet organisational needs.

The role's key contacts and level of relationships with individuals, groups of people, agencies and external organisations

- Assistant Director, Regeneration
- Portfolio Holder for Environment and Regeneration
- Strategic Director
- Leader of the Council
- Mace – development partners
- Polityuk – public affairs agency
- H – website provider

Governance, Corporate and other responsibilities

- Proactively and positively contribute to successful delivery of the Council's Corporate Plan.
- Lead by example and develop, deliver and promote effective communications internally and externally.
- Adhere and ensure compliance to the Council's policies, rules and procedures including, Health and Safety, Equality & Diversity, information management including Data Protection, HR, all other legislative responsibilities, governance, financial and procedural rules.
- Ensure compliance to the organisation's Code of Conduct in the delivery and provision of services to staff and the community.
- Be prepared to undertake additional duties not included above that are appropriate to the job grade and qualifications, skill and experience as contained within the Person Specification, recognising that this Job Description will be kept under review and may be amended at the Council's discretion to ensure organisational needs are met.

Safeguarding

- Stevenage Borough Council (SBC) is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff, volunteers and recruitment candidates to share this commitment. SBC shall take all reasonable steps to employ staff who are safe to work with children, young people and vulnerable adults. For posts identified with regular contact with these groups applicants will be required to undertake a Value Based Interview. The council supports the legislative requirements for employing and maintaining safer staff and the guidance specified by [Hertfordshire Safeguarding Adults Board](#).

Person Specification

	Required Skills and Competencies	Essential / Desirable	How to be Assessed Application Test Interview
Knowledge, Skills and Abilities	Degree or equivalent qualification in a relevant discipline such as English, Public Relations, Journalism or equivalent experience.	Essential	Application
	Postgraduate qualification in public relations, such as CIM or CIPR Diploma.	Desirable	Application
	Ability to manage the performance of a number of diverse programmes and a clear understanding of the principles of performance management.	Essential	Interview
	Ability to manage the performance of external contractors and consultants.	Essential	Application
	Able to demonstrate highly developed and varied writing and presentation skills.	Essential	Interview
	Knowledge of social media and emerging communication channels and techniques	Essential	Interview
Experience	Demonstrate a track record of delivering communication programmes in a timely manner	Essential	Application
	Able to manage a programme of challenging communication projects and to lead and contribute to major corporate initiatives.	Essential	Interview
	Highly developed communications skills with a strong knowledge and experience of applying a range of communication tools and techniques	Essential	Application
	Evidence of creating communication strategies and delivering the detailed plans that follow	Essential	Application
Behaviours and Competencies	Ability to contribute to corporate initiatives through high level staff groups and teams.	Desirable	Interview
	Ability to play a role in the management of the wider Regeneration Team.	Essential	Interview
	Commitment to working collaboratively	Essential	Interview

	Required Skills and Competencies	Essential / Desirable	How to be Assessed Application Test Interview
	Ability to work with other senior managers with projects of a corporate nature or across other professional disciplines.	Essential	Interview
Any other attributes required for the role not mentioned above	Ability and willingness to travel to other locations as required for the role	Desirable	Interview