

<b>Role Title</b>	<b>Senior Campaigns Officer</b>
<b>Job Family</b>	
<b>Competency Level</b>	<b>Principal Officer/Manager</b>
<b>Pay Range / Scale</b>	<b>PO4</b>
<p><b>Purpose</b></p> <p>To contribute to the delivery of the authority's campaigns programme. To be responsible for a number of key campaigns ensuring the team makes full use of digital channels and work with the policy team and campaigns team to help the council achieve its objectives.</p> <p>To ensure campaigns are based upon research, data and insight, reach the right audience with the right messages and are strategically driven to meet the campaign objectives.</p> <p>To ensure quality and value for money at all times.</p> <p>To ensure the service complies with relevant legislation, regulations and policies.</p>	
<b>Generic Accountabilities</b>	<b>End Result/Outcomes</b>
Plan and organise work to ensure the delivery of those aspects of the service for which responsible.	<p>Work is completed on time and to the quality and standards required.</p> <p>Changes to priorities are accommodated.</p> <p>Service is delivered to organisational requirements and reflects customer and stakeholder requirements, within organisational constraints.</p> <p>Professional and legal compliance is assured.</p>
Undertake / support consultation procedures. Identify issues, resolving as appropriate and escalating complex problems if necessary.	<p>Activities are undertaken according relevant guidelines / regulations / procedures.</p> <p>Customer / stakeholder views are available to inform recommendations.</p> <p>Data and measurements are accurately recorded.</p>
Collate process and analyse complex information. Ensure all required records and information are maintained correctly.	<p>Information / applications are processed according to procedure.</p> <p>Information is managed efficiently and accurately.</p> <p>Data is recorded and stored in compliance with national standards and can be shared, as appropriate, with other agencies.</p>
Prepare and present results / responses / reports / recommendations.	<p>Accurate, complete and relevant information / reports are provided for internal and/or external use.</p> <p>Issues are clearly summarised, progress and implications are reported.</p> <p>The Council's position is clearly stated.</p>

<p>Provide authoritative advice, guidance and support to colleagues, customers and stakeholders. Respond to and investigate enquiries / escalated complaints.</p>	<p>Information, advice and support are accurate, timely and constructive.</p> <p>Problems are identified.</p> <p>Issues are managed through to a satisfactory conclusion, or escalated if appropriate.</p> <p>Risk to the Council / customers is minimised.</p>
<p>Contribute to identifying and delivering information / activities to support service delivery / promote the service area.</p>	<p>Requirements are effectively identified.</p> <p>All materials / activities are delivered to the required standards and timescales.</p> <p>Information / activities achieve desired results.</p>
<p>Challenge customers' practice and minimise risk, referring concerns to line manager.</p>	<p>Customer risks are assessed.</p> <p>Relevant health, safety and welfare requirements are met.</p>
<p>Work closely with others to clarify changing requirements. Identify, recommend and support the development and delivery of improvements. Contribute to the development and implementation of policies, procedures and systems.</p>	<p>Improvement opportunities and plans to achieve them are identified and recommended.</p> <p>Agreed improvements are developed, delivered and evaluated.</p> <p>Changes are effectively communicated to others.</p>
<p>Lead projects or improvement programmes, or contribute to the delivery of larger projects</p>	<p>Practical, effective solutions are developed and delivered in accordance with legislative requirements and good practice guidelines and address any relevant environmental / conservation / technical / design issues.</p> <p>Projects are delivered to agreed specification, timescales and budgets.</p> <p>All project documentation and reports are completed correctly.</p>
<p>Support others in their development, including external organisations / customers where appropriate.</p>	<p>Identify any changes that may impact the service / profession.</p> <p>Contribute to the development of others (e.g. through sharing knowledge and skills, acting as a coach or mentor, or providing feedback).</p>

Develop good working relationships and communicate effectively with internal / external organisations / partners and stakeholders. Represent specialist area internally and / or externally. Model, demonstrate and promote good practice relevant to the role.	<p>Relevant work area reputation is maintained or enhanced.</p> <p>Stakeholders are engaged with activity relevant to them.</p> <p>Positive feedback is received from stakeholders.</p> <p>Communications are clear, well planned and effective.</p> <p>Best practice is shared and promoted.</p>
Support partnership agreements and partnership working within area of responsibility.	<p>Activities which support partnership working are effectively delivered.</p> <p>Partnership working groups produce valid and timely outputs.</p>
<p>Contribute to service / business plans for area of responsibility and to wider service planning and development activities.</p> <p>Contribute to budget planning as required.</p>	Service / business plans reflect input.
Quality check documents, decisions and / or presentations before delivery	All work meets the required standards
Act in accordance with all policies and procedures which apply to the job and understand the reasons for this.	All policies and procedures are complied with.
<b>Job Specific Accountabilities:</b>	<b>Outcomes</b>
To deputise for the Head of Campaigns and support the Head of Campaigns in delivering high quality award winning campaigns that enable the Council to deliver its priorities	<p>Service is delivered based on Councils aims and objectives</p> <p>Make key and complex decisions using knowledge, initiative and tact</p> <p>Delivery of campaigns are organised and timely</p>
To ensure the council's campaign programme makes use of the best available channels across the wide spectrum of communications disciplines	All communication channels are utilised and meets the needs of the service
To have good experience of the core professional disciplines of marketing, media, internal and digital communications	<p>Specialist knowledge is applied and benefits the service</p> <p>Good relationships with key media contacts</p>

<p>To be responsible for the delivery of a number of campaigns ensuring all activity is monitored and evaluated and reported back regularly to the organisation</p>	<p>Robust systems allow effective monitoring and evaluation</p> <p>Recommendations and service improvements are regularly implemented</p>
<p>To generate positive stories that uphold the Council's narrative and be able to write and produce content appropriate for different channels</p>	<p>Creative knowledge and skills are utilised</p> <p>All communication channels are utilised and meets the needs of the service</p>
<p>To be responsible for the improvement of the council's digital channels and aware of any new developments in digital channels and how we might use them</p>	<p>Apply specialist knowledge and use research that assists the council in meeting the aims and objectives of its digital agenda</p>
<p>To keep abreast of the latest news and developments in the public sector and ensure that the forward planning grid is up to date.</p>	<p>The Council is aware, plans and organises in preparation for changes, developments within the service area</p>

**Nature of Contacts**

Typically involves Heads of Service and Senior Managers across the authority, and external agencies and organisations providing advice.

Work directly with colleagues internal and external, other providers and external agencies to gather and exchange information and co-ordinate actions.

Develop sensitivity, persuasiveness, and negotiation and assertiveness skills to communicate with diverse audiences in emotive circumstances. Deal with people at all levels confidently, sensitively and diplomatically.

Provide specialist advice, guidance and support on issues within area of responsibility; develop and maintain joint working and promote the Council position.

Consult with stakeholders to identify requirements. Communicate changes in policy and working practice to contacts.

**Procedural Context**

Work within a policy framework and regulatory guidelines, applying knowledge of systems, procedures and best practice. Work to broad managerial direction, within a policy framework and regulatory guidelines, to ensure performance standards are met within a framework of policy and legislation.

Plans own time and co-ordinates the work of others. Plan, organise and deliver interventions

and actions. Responsible for professional advice, assessments or referrals.  
Exercise professional judgement in assessing stakeholder requirements, potential risk and quality assurance of service. Monitor and evaluate performance / service delivery, ensuring all parties are informed of progress / issues as required.

Provide support to customers, colleagues and other stakeholders through applying knowledge of systems, procedures and best practice.

Responsible for meeting performance standards within a policy framework and regulatory guidelines. Accountable for proper use and security of information, resources, equipment and/or facilities within area of responsibility.

Use initiative to deal with complex issues and respond appropriately in an unpredictable work environment. May involve isolated working outside core hours.

Occasionally the post will be expected to work from other locations

To manage a team of two, ensuring that the team continues to develop and improve and has high professional standards

Reports to: Head of Campaigns

### **Resourcing**

Budget Responsibilities: Manage project budgets

### **Knowledge, Skills and Experience**

- Experience/Knowledge of the use of digital media and familiarity of different digital channels
- Experience of creating video and infographics for digital platforms
- Experience in planning and delivery of communications strategies and activities
- Experience of providing direct advice and briefing to senior managers and/or elected members on media and reputation issues
- Experience of working across a wide range of communications projects including media, campaigns, marketing and events
- Experience of working in a highly pressured environment and delivering results to tight deadlines
- Proven ability to find solutions to public relations problems and take necessary action
- A strong understanding and knowledge of national, regional, local and specialist press relevant to local government and Waltham Forest's communities
- An understanding of local government, the services provided by local councils, and the responsibilities a council has to its residents

- Excellent writing skills with a clear, concise and lively prose style, and the ability to write for a range of different audiences
- Excellent oral communications skills and the ability to maintain effective relationships at every level of an organisation
- Ability to translate complex information into a clear and approachable format for a wide range of audiences
- Good attention to detail, strong organisational skills and the ability to operate to tight deadlines in highly pressured environments

**Indicative Qualifications**

Degree or equivalent or vocational qualification in relevant subject or area

Evidence of Continuous Professional Development

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed