

JOB DESCRIPTION

Job Title:	Communications and Campaigns Manager
Department:	Communications and Engagement
Location:	Sadler Road, Winsford
Post Number:	C057
Grade/Role:	SO2 (pay award pending)
Special Allowances:	Allowance for participating in out of hours on-call rota
Responsible to:	Head of Communications and Engagement

JOB PURPOSE

To manage the delivery of the Communication and Engagement Department's programmes of planned internal and external communications and campaigns activity, in support of the annual departmental plan, the Communications and Engagement Strategy and the Service's strategic priorities. To respond to incoming media enquiries and provide communications support during major or critical incidents.

PRINCIPAL RESPONSIBILITIES

- 1 Under the direction of the Head of Communications and Engagement, plan, develop and implement internal and external communication activities aimed at protecting and enhancing the Service's reputation and increasing knowledge and understanding of its role and future development. These activities will include proactive media work, production of reports and publications, writing speeches and citations and developing digital and social media content.
- 2 Working with the Head of Communications and Engagement, senior managers and subject-matter experts from across the Service, plan, deliver and monitor the impact of proactive internal and external campaigns aimed at raising awareness, changing behaviour or perceptions and keeping people and property safe. These will be developed and implemented using OASIS methodology and will include proactive media work and the production of campaign collateral and digital/social media content.
- 3 As a member of the Department's management team, lead, motivate, line manage and professionally develop two Communications and Campaigns Officers. Prioritise, allocate and quality assure their work to ensure the timely, accurate and effective delivery of the programmes outlined above.
- 4 Oversee the production of routine publications, ensuring they are written and designed with creativity, journalistic flair and to the highest standards of accuracy prior to sign-off by the Head of Communications and Engagement. Write, edit and proof-read copy for all channels in adherence with the Department's house-style guide.

- 5 Manage media enquiries, providing advice and support to colleagues on the best ways to respond to questions from journalists or filming/interview requests. Support the Communications and Campaigns Officers to handle straightforward enquiries and the Head of Communications and Engagement in dealing with critical issues or media interest in adverse or major incidents.
- 6 Participate in the Department's out-of-hours on-call rota by reviewing and summarising incidents at weekends and bank holidays for the website, officers and members, acting as the primary point of contact for North West Fire Control on incidents of note, responding to urgent media enquiries and attending or supporting serious or major incidents that attract media interest.
- 7 Work with the Head of Communications and Engagement to evaluate the success of communications and campaigns activities, identify professional good practice across the communications sector and continually refine processes, procedures and policies to ensure the highest standards of customer service to the organisation.
- 8 Support the delivery of the Department's programme of events, engagement and consultation activity by overseeing the production of multi-channel communications materials and attending events if a larger team of people is required. This will require a flexible approach to working.
- 9 Support the Service's equality, diversity and inclusion (EDI) activity by working with the EDI Advisor to direct and oversee the production of multi-channel communications and campaigns materials in support of the EDI Strategy.
- 10 Work with the Head of Communications and Engagement, Digital and Creative Manager and Public Affairs and Engagement Manager to prioritise internal requests for non-planned communications activity that might require additional resource or budget to fulfil.
- 11 Deliver other activities, under the supervision of the Head of Communications and Engagement, which support and promote the delivery of the Communications and Engagement Strategy.

Core Responsibilities for Cheshire Fire and Rescue Service Personnel

Personal Performance

To take responsibility for personal performance (including personal fitness) and the development of personal skills to ensure the required skills, knowledge and competence to fulfil the role.

Personal Accountability

To manage the areas of responsibility attached to the post or commensurate with the role in accordance with the Authority's Scheme of Delegation.

Core Values and Behaviours

To encourage and promote the values of Cheshire Fire Authority and comply with the required standards of conduct and so promote the Authority within the community by acting with integrity and honesty.

Equality and Diversity

To promote, adhere to and implement the Service's Equality, Diversity and Inclusion Strategy and Policy, and to work consistently to embed equality, diversity and inclusion within the Service.

Health and Safety

To work in compliance with Service Health and Safety Policy to ensure that hazards are identified and risks assessed and controlled. To be proactive in managing your personal health, safety and wellbeing and that of your colleagues.

Environment

To promote the Service's Environment Policy/Strategy by implementing working practices and procedures that ensure a sustainable approach to the use of resources and that resources are disposed of in an efficient and environmentally friendly way.

To work consistently to embed environmental considerations, energy efficiency and compliance with the Environment Management System (EMS) within the Service.

N.B.

Notwithstanding the detail in this job description, in accordance with the Cheshire Fire and Rescue Service's flexibility policy the job holder will undertake such work as may be determined by the Chief Fire Officer/Line Manager from time to time, up to or at a level consistent with the principal responsibilities of the job and in any location within the Cheshire Fire and Rescue Service.

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Version	Date	Amended by (Initials)
V1	16/08/2021	MS
Final	22/10/2021	MS following Hay
V2	31/05/2024	MS minor updates



PERSON SPECIFICATION

Job Title: Communications and Campaigns Manager

PERSONAL ATTRIBUTES REQUIRED	ESSENTIAL	DESIRABLE
<p><u>Qualifications/Experience</u></p> <p>Educated to Level 6 (degree) or equivalent relevant experience in public relations, corporate communications and/or marketing.</p> <p>The post holder will be an experienced, passionate writer and editor, ideally with a journalistic, creative agency or corporate communications background.</p> <p>Significant experience working in a high profile, pressured communications environment.</p> <p>Experience of leading teams or supporting individuals to deliver successful outcomes.</p> <p>Substantial experience in planning, developing, creating and evaluating editorial content.</p> <p>Significant tactical project planning experience, to enable the department to plan and prioritise its communications activities to multiple deadlines.</p> <p>Significant experience of dealing with sensitive reputational issues and crisis communications.</p> <p>Some experience of working with digital media channels.</p> <p>Significant understanding and awareness of communications evaluation.</p>	<p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p>	<p>*</p> <p>*</p>
<p><u>Knowledge and Skills</u></p> <p>Excellent attention to detail.</p> <p>Excellent verbal, written, interpersonal and presentation communication skills.</p>	<p>*</p> <p>*</p>	

<p>Excellent ability to influence and establish excellent relationships with stakeholders.</p> <p>Ability to work under pressure and take the lead in challenging situations.</p> <p>Ability to write and sub-edit across multiple communication channels.</p> <p>Proficient with Microsoft applications</p> <p>Knowledge of relevant legislation i.e. media law, privacy, consent and information governance.</p> <p>Knowledge of how the fire and rescue service is structured and managed and the environment in which it operates.</p> <p>Hold a full UK driving licence</p>	<p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p>	<p>*</p>
<p><u>Personal Competencies</u></p> <p>Self-confidence and belief in own professional knowledge and skills.</p> <p>Resilience in the face of difficulties.</p> <p>Flexibility in style and approach to ensure the best outcomes for the Service.</p> <p>The ability to work effectively under pressure</p> <p>The ability to manage competing priorities to ensure successful delivery.</p> <p>The ability to work collectively and collegiately with colleagues in the team to deliver outstanding communication and campaign services.</p> <p>Be able to participate in the out-of-hours on-call rota and work flexibly to support evening and weekend events where required.</p>	<p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p>	