Job Title	Head of Communications and Technologies and Business Transformation
Section	Chief Executive's Office
Reporting to	Chief Executive
Grade	£51,123 - £58,597

Job Purpose

Develop, lead and manage the strategic direction and operational implementation of an integrated proactive approach to internal, external and electronic communication and technology with staff, partners, customers and the communities in Ryedale. The goal is to ensure that Ryedale is able to maximise opportunities to support all of its corporate ambitions and is promoted as a great place to live, work, visit and do business.

To act as the principal source of advice, guidance and expertise in the work area for which you are responsible.

Job Context

The communications and technology service covers media liaison, internal communications, marketing, design, publications and branding, social media, digital communications, IT and events management. This includes guarding the reputation of the council, meeting statutory requirements and monitoring communication and engagement activity across the council.

The service works with a wide range of officers, members and partners at all levels, providing strategic advice and guidance, as well as delivering for every service within the council. As the corporate expert and lead on communications, media relations and IT, this post will lead on and deliver a high performing and innovative approach that supports the delivery of the Council's vision and priorities.

Reporting directly to and working closely with the Chief Executive, the postholder will provide a service to the whole Council. The postholder will form and build on strong and collaborative partnerships across the region, particularly with health, police, other emergencies services and neighbouring local authorities, including the other North Yorkshire district councils and the County Council.

Supervision and Management of People

Full management accountability for a team of over 16 employees working within communications, marketing, IT and events management, to best meet the needs of the Council ensuring staff are consulted, supported and motivated to support the achievement of personal and business objectives. Responsible for

- Leading, managing and developing the teams reporting to you, adopting a flexible and responsive approach so that results are achieved efficiently and effectively within timescales and budgetary constraints.

- Manage the contribution of those involved in the delivery of partnership projects, including technology, communications and web activities.

- Ensuring that organisational development and human resource strategies are upheld to support Workforce Planning initiatives.

- Ensuring the budget you are responsible for is set, monitored and adjusted and that activities are carried out within agreed budgets. This includes managing income and expenditure budgets relating to the delivery of the technology, corporate communications and marketing function.

- Ensuring that all communication and technology services are delivered on time, within budget and are to the highest quality standards.

- Maximising existing income generation and identify new opportunities to generate income from the service. This includes events management activities.

- To commission activity and negotiate collaboration agreements where these meet the needs of Ryedale District Council and this represents best value.

Strategy and Innovation

Developing new approaches to existing services using creative and innovatory responses with responsibility for:

- Ensuring that the Council has a robust approach to technology in place – where innovation and digital enable Council business and enhance its reputation with customers and partners.

- Providing proactive leadership through actively listening to, working with and influencing and guiding Staff and Elected Members to develop and deliver timely and effective communication, media, web, events management, technology and marketing strategies, plans and activities.

- Delivering, through these strategies, improved customer service, efficiencies and behavioural changes.

- Identifying the future direction, and plan for implementation to achieve future priorities.

- Leading on the continuing development of service action plans to deliver the Communication and IT strategy, setting out the full part that the service will play in the achievement of the Council's plan and the promotion of the plans to all stakeholders

- Developing, delivering and managing the internal communication agenda to achieve business objectives and contribute significantly to the organisation development agenda.

- Developing organisational capacity and capability in effective use of technology, communications events management, marketing and PR.

- Identifying and delivering innovative opportunities that modern communication methods offer.

Contacts and Relationships

Working directly with the Chief Executive and the Strategic Management Board to maintain an active network of relationships (internal and external) to help ensure understanding of and support for the Authority's objectives.

With authority to act on behalf of the Strategic Management Board, and with responsibility for:

- Developing and enhancing and maintaining relations and key partnerships with the media and key customers to actively support the corporate agenda.

- Providing leadership across the district on effective public sector and partnership communications, encompassing emergency communications.

- Facilitating and promoting effective reputation management across the organisation, spanning Elected Members and the workforce. This includes identifying and managing any potential risks relating to the reputation of the Council.

- Influencing and liaising with lead business partners as required to ensure that strategic planning and implementation of plans is carried out consistently and effectively.

- Providing timely, relevant and appropriate communications support, guidance and direction to the Chief Executive, Strategic Management Board, Committee Chairs, Council Chair and others as appropriate.

- Maintaining active relationships and understanding of their current/future projects, aims and activities and identify and capitalise on appropriate press/marketing opportunities.

- Developing and maintaining positive and proactive relationships with external press partners and other key media stakeholder.

- Leading on partnership working for communications and website, including the development of shared public sector communications.

- Working closely with communications and technology colleagues across the sector to ensure the Council can benefit from the sharing of best practice and new opportunities.

Operational Management

Continuing responsibility for reviewing important policy, service practice and provision in line with organisational objectives through:

- Devising and managing the implementation of a corporate communications strategy and a technology strategy, with associated action plans, which will include addressing any specific areas of improvement identified through external or internal review programmes.

- Developing and delivering a range of resident communication channels, which will significantly contribute to a range of corporate agendas, priorities and plans, to maximise digital by default and self-serve. This includes the Council's overall approach to social media and maximise the benefits to support the Council's ambitions.

- Devising and managing a comprehensive press and media relations strategy and implementation plan including press relations campaigns aimed at different media audiences at regional and local levels.

- Developing and delivering a channel management strategy for the website and intranet, delivering improved customer service and taking advantage of the latest technological developments.

- Leading on developing, improving and supporting organisational communications and support the development of processes and initiatives relating to internal communications and employee engagement.

- Managing the news content for internal and external publications including the website, internal newsletter and corporate publications.

- Undertaking specific projects as required and other ad hoc communication projects, upholding time, budget, quality and corporate standards. This includes designing and managing the delivery of high-impact campaigns and marketing for key corporate projects, core Council services and large corporate-sponsored events.

- Undertaking personal development to ensure continued effective development of Ryedale's approach to communications and marketing.

- Ensuring that you carry out your duties with full regard to the Council's policies, including Equal Opportunities, Health and Safety and Information Governance.

Information Management and Performance Reporting

Responsible for:

- Providing accurate and timely information through the analysis of service and other information, preparation of questionnaires and reports, to facilitate evidence based decision making.

- Ensuring maintenance of appropriate records and databases.

- Providing accurate information on social media, website and intranet performance and usage to inform future developments.

Crisis and emergencies

Responsible for managing crisis and emergency communications to safeguard the integrity of the Authority and leading the district's response wherever required - with respect to emergency situations, you will be expected to work outside your normal contracted hours.

Requirements of the Post

	Essential	Desirable
Qualifications / Training	• Degree qualification or a demonstrable level of experience working at this level. • Evidence of continuing professional development, including digital communications and marketing practice. • Membership of professional communications body/equivalent organisation	• Recognised management qualification at graduate certificate or diploma level. • Relevant post-graduate qualification – at graduate certificate or diploma level - relating to corporate communications, marketing, digital and online communications or publishing.
Knowledge	• Excellent understanding and practical application of project and change management methodologies • Knowledge and understanding of HR policies and procedures relating to organisational change • Strong awareness of IT capability and functionality • Enhanced project management and planning. • Enhanced understanding of internet and web technologies and their potential • Enhanced understanding of delivering customer service improvements and efficiencies through the internet • Internal and external communications good practice and techniques. • Marketing good practice and techniques. • Awareness of local authority policies, procedures and relevant legislation	• Strategic and political understanding in a local government context

Experience	• Experience of working at a strategic level in a complex environment • Successful implementation of change through the development of services and/or projects. • Substantial experience of managing a communications/marketing and web function • Demonstrable experience of leading and influencing partners, customers and other key stakeholders • Demonstrable experience of supervising and managing diverse teams. • Experienced in leading on and ensuring the delivery of effective high-impact campaigns, both internal and external. • Track record of successful budget and resource management, including income generation. • Track record of managing difficult relationships/handling conflict • Track record of developing and implementing communication and web strategies and plans	• Experience of working with senior management teams. • Experience of working with Elected Members. • Experience of working in local government/public sector environment
Occupational Skills	• Assessing and planning for future need with a focus on continuous improvement • Developing and making links to corporate priorities/objectives • Strong strategic leadership skills are needed to ensure communications, as a key enabler, are integral to council services • Budget and staff management	

	• Influencing, motivating and negotiating at a strategic level • Managing the corporate and political context and relationships • Adept at proactive and reactive communication strategies; skilfully leading crisis communication responses to critical and emergency situations • Enhanced problem solving with the ability to prioritise and manage competing priorities • Enhanced communication and interpersonal skills with the ability to converse at ease with customers and provide advice in accurate spoken English • Leading and influencing partners, customers and other key stakeholders • Policy formation/implementation • Influencing and developing corporate culture and identity	
Other	• Ability to travel across the County • Ability to attend meetings outside of normal business hours • Professional integrity • Personally and professionally resilient	