

SUBJECT:	Creation of Communications Lead Officer for Enterprise and Community Animation
MEETING:	COMMUNITIES AND PLACE DMT
DATE:	24th July 2023
DIVISION/WARDS AFFECTED:	ALL

1. PURPOSE:

- 1.1 To consider the creation of a new Enterprise and Community Animation Communications Lead post. This is a temporary post until 31st August 2024 working across the service area of Enterprise and Community Animation; -. Housing & Communities, including Housing Support, Community Partnerships and Well-Being, Food Resilience and Sustainability and the Council's UK Shared Prosperity Fund programme.

2. RECOMMENDATIONS:

- 2.1 To approve the creation of the new post Enterprise and Community Animation Communications Lead, to coordinate communications activity across the service area, utilising funding streams from UK and Welsh Government and existing core budget allocation 2023-2024.

3. KEY ISSUES:

- 3.1 The need for a Communications Lead has been identified across the service areas to 'Tell the story of Enterprise and Community Animation' service areas and to enhance communications support for the UK Shared Prosperity Funded projects.
- 3.2 There are several significant communication campaigns planned over the next 12 months which will require dedicated support from Service Area Managers and expertise from the proposed Communications Lead, to reach out to communities, and businesses to enhance the Council's reputation and ability to deliver the right services and provision for Monmouthshire.
- 3.4 The Job Description for the Enterprise and Community Animation Communications Lead can be found in (Appendix 1). This is subject to job evaluation and the anticipated grade is Band G £30,051 - £33,820.

4. EQUALITY AND FUTURE GENERATIONS EVALUATION (INCLUDES SOCIAL JUSTICE, SAFEGUARDING AND CORPORATE PARENTING):

- 4.1 An evaluation is not required for this paper as no policy or service change is proposed.

5. OPTIONS APPRAISAL

5.1 An options appraisal has been carried out, two options were identified and analysed as follows.

- **Option 1** – to continue to purchase support from the MCC corporate communications team, which is time limited, sometimes costly due to the limited capacity within the team resulting in the need for consultancy, limits overall communication campaign opportunities.
- **Option 2** - to create a new post of Enterprise and Community Animation Communications Lead allowing flexibility, collaborative working across the service area, one single point of contact into the MCC corporate communications team and therefore the more cost- effective option.

Option 2 is therefore the preferred option.

6. EVALUATION CRITERIA:

6.1 The new post will enable and improve effective communication, marketing and engagement across the Enterprise and Community Animation service areas: Housing & Communities, including Housing Support, Community Partnerships and Well-Being, Food Resilience and Sustainability and the UK Shared Prosperity Fund programme.

7. REASONS:

7.1 The creation of this new post will increase communications capacity, working with Head of Enterprise and Community Animation and service area managers to lead Communications, Marketing and Engagement to lead and deliver the Communications Strategy in each service area.

7.2 This investment will enable the delivery of compelling communications to the Monmouthshire audience to encourage active participation in service area projects, programmes and events disseminate best practice examples.

7.3 This will enable the individual service areas to reach new and targeted Monmouthshire audiences through the development of appropriate 'hooks' and using a range of different communication/media channels.

7.4 The advertisement and recruitment process for this post will follow the guidance of the appropriate Human Resources Advisor. This post is subject to job evaluation.

8. RESOURCE IMPLICATIONS:

8.1 This post will be funded through existing service area budgets, also utilising UK and Welsh Government grants where possible.

8.2 The contract for this post will be fixed term until August 2024 in line with relevant funding agreements and available budgets.

9. CONSULTEES:

Communities and Place DMT

Enterprise and Community Animation DMT

HR Business Partner

10. BACKGROUND PAPERS:

Appendix One – Enterprise and Community Animation Communications Lead
Job Description.

11. AUTHOR:

Hannah Jones – Head of Economy, Employment and Skills

12. CONTACT DETAILS:

Email: hannahjones@monmouthshire.gov.uk

Appendix One

ROLE PROFILE

ROLE TITLE: Communications Lead – Enterprise and Community Animation (temporary until 31st August 2024)

POST ID:

GRADE: BAND G SCP 23-27 £30,051-£33,820

HOURS: 37 Per Week

WORK PATTERN: Monday – Friday (Flexible)

LOCATION: County Hall, Usk with agile working (occasional travel maybe required to other areas)

DISCLOSURE AND BARRING SERVICE (DBS) CHECK:
No DBS Required for this post

RESPONSIBLE TO: Hannah Jones Head of Economy, Employment and Skills

WELSH LANGUAGE ASSESSMENT:

(b) Welsh language skills are desirable.

Who are we? Enterprise and Community Animation

SAFEGUARDING:

Child and Adult Safeguarding are key priorities for the Council. We aim to support children and adults at risk to be as safe as they can and to fulfil their potential. All Council employees and volunteers are responsible for playing their part in the well-being, safety and protection of children and adults at risk. All employees and volunteers will be trained to the appropriate level of safeguarding and have a duty to fulfil their personal responsibilities for safeguarding.

Our Purpose: -

To deliver **creative and inspiring** communications campaigns and activity to:

- 'Tell the story 'Of Enterprise and Community Animation across the service areas.

- Enhance and protect the reputation of the service areas through all channels;
- Grow social media reach across all channels;
- Continue to test new channels, media, and messaging to increase the number of people engaging with services.
- Deliver integrated campaigns across a variety of media channels to encourage more Engagement in service areas.

The Purpose of this Role: -

To be the Communications Lead for Enterprise and Community Animation, working with Head of Enterprise and Community Animation and service area managers to lead Communications, Marketing and Engagement to lead and deliver the Communications Strategy in each service area.

Expectation and Outcomes of this Role

- To deliver compelling communications to the Monmouthshire audience to encourage active participation in service area projects, programmes and events disseminate best practice examples.
- To reach new and targeted Monmouthshire audiences through the development of appropriate 'hooks' and using a range of different communication/media channels.
- To support the delivery of regular and programmed marketing activity

Your responsibilities are to: -

1. Deliver strategic communications for Enterprise and Community Animation including responding to any reactive communications that might emerge.
2. Produce tactical communications plans for a range of monitored activities, including promoting grant take up and supplying income generating services – PR, social media, marketing material and colleague communications.
3. Drive, support and directly contribute to regular social media use.
4. Create, develop, and design inspiring branding, graphic design, photography, and video communications across a range of channels to increase the reach of Enterprise and Community Animation communications across all channels including digital.
5. Creative direction to lead professional photography, videography, media marketing, PR, and internal and external comms.
6. Support teams to promote 'good news stories' such as the delivery of key priorities, case studies etc
7. Implement end to end branding and marketing concepts for the Enterprise and Community Animation assisting them to exceed targets.
8. Work with the Shared Prosperity Fund Engagement and Monitoring Officer to develop and deliver a marketing and communications plan to support the delivery and maximise publicity for the Monmouthshire SPF Programme
9. Support teams delivering Monmouthshire Lettings and Assistive Technology to respectively encourage private landlords to work with the Council and Assistive Technology equipment take up.
10. Ensure design and branding is appropriate and consistent.

11. Provide Web administrator providing support to the ongoing upkeep of the public site.
12. Content creation to deliver engaging and on-going social media presence.
13. Copywriting for various communications including marketing campaigns. social media posts and web pages.
14. Grow Enterprise and Community Animation's social media reach across all channels.
15. Where appropriate support teams in the development of team specific social media handles.
16. Copywriting press releases and press statements.
17. Engage and work with MCC Comms team as and when required
18. Ensuring that design and branding is appropriate and consistent i.e., contrast, colour, accessibility.
19. Engaging and working in collaboration and partnership with key stakeholders to develop new opportunities to engage with people, communities, and businesses
20. Meeting bilingual requirements
21. Monitor feedback from local community
22. Review performance and tracking progress against plans

Here's what we can provide you with: -

- Full support of the Council and Programme partners as a valued colleague. Supportive and flexible line management from Hannah Jones Head of Economy, Employment and Skills
- Support from colleagues in Enterprise and Community Animation with, collaborative working to achieve excellent outcomes, pooling resources, and accessing internal and external expertise where possible
- The chance to help shape the future provision for service users
- Quality Training to develop your skills and experience professionally and personally
- Opportunity to develop Welsh language skills in line with the 'more than words strategy'
- In line with Service objectives, flexibility to hybrid work and a flexi scheme to Achieve a positive work life balance.
- Excellent pension Scheme and a range of other benefits such as reduced leisure Centre membership within Monmouthshire

What else you need to know.... Monmouthshire Values are:

Teamwork: We will work with you and our partners to support and inspire everyone to get involved. We will make the best of the ideas, and resources available to make sure we do the things that most positively impact our people and places.

Openness: We are open and honest. People have the chance to be involved and tell us what matters.

Flexibility: We are flexible, enabling delivery of the most effective and efficient services. This means a genuine commitment to working with everyone to embrace new ways of working.

Fairness: We provide opportunities for people and communities to thrive. We will always try to treat everyone fairly and consistently.

Kindness: We will show kindness to all those we work with, putting the importance of relationships and the connections we have with one another at the heart of all interactions.

This role will work with Monmouthshire to achieve these.

In addition:

All employees are responsible for ensuring that they act at all times in a way that is consistent with Monmouthshire's Equal Opportunities Policy in their own area of responsibility and in their general conduct.