

Service and Role Scope (Communications, Marketing and Engagement)

Service Scope

Strategy and Commissioning

In collaboration:

- To set the corporate strategy and priorities, ensuring these are based on evidence and aligned with political priorities. Ensuring services, programmes, projects and employees are working towards a common set of outcomes as specified in the Corporate Plan.
- To design & commission how the outcomes defined in strategic planning get delivered. This will include identifying resources, partnerships and funding, managing large scale procurements and then ongoing strategic contract and performance management. This role may also include representing the Council's interest on third party bodies, wholly or partially owned entities and with strategic partnerships.
- To design and deliver communication, engagement and marketing strategy and plans that build the Council's reputation as a responsive authority:
 - delivering good and innovative services that offer value for money to local tax payers, both residents and businesses
 - with Central Government, local and regional partners to get the best deal and outcomes for residents and local businesses
 - to drive up trust and satisfaction levels.

Example Communications, engagement and marketing activity

- Communications and marketing strategy & plans
- Governance, ownership and coordination of communication & marketing activity
- Advice and mentoring to senior leaders and members
- Support to organisation on communications
- Strategic campaigns
- Marketing to business (campaigns)
- Proactive engagement and relationship management of media/ social media
- Public relations
- Internal communications
- Brand/ design
- Community/ customer engagement strategy
- Customer insight and research
- Comprehensive public engagement strategy including public consultation on service changes
- A single point of contact for, and engagement with local business

- Engagement and capacity building with SDLs and through our regeneration activities across the borough

Scope of Role

Providing communications, engagement and marketing leadership and support to the organisation. Collaborating with other areas of strategy and commissioning to align communications, engagement and marketing work to corporate plans and strategic priorities. Collaborating with Customer and Locality, and People services' teams to explore, manage and respond to customer insight and research. Liaison and close working with a wide range of stakeholders including internally with senior politicians and managers, and externally with central government, local and regional partners, communities, town and parish councils, and businesses. Ensuring early engagement and consultation in decision making where possible through use of structured consultations, market research and intelligence gathered by Localities staff and other local sources.

Areas of Specialism in Team

Lead Specialist	x 1 FTE
Senior Specialist	X 2 FTE
L3 Specialist	X 1 FTE
L2 Specialist	X 4.6 FTE
L1 Specialist	X 3 FTE

Resources

- 11.6 Full Time (permanent) Equivalent Staff
- 120 K budget in addition to staffing budget

Risk and Impact

The core function of the role is to plan and deliver communications, engagement and marketing to external organisations and within the Council, recognising the positive impact that a comprehensive engagement strategy can have. External communications should be factual but best represent the successes of the Council and minimise poor perceptions. The overall work should contribute towards building the identity of the Council, supporting its core values and mission and building its reputation. This is set out in more detail in the high level Draft Communications, Marketing and Engagement Strategy in Appendix 1.

The role involves liaison and close working with media, senior politicians, managers, central government, local and regional partners, communities, town and parish councils, and



ROLE SPECIFICATION



WOKINGHAM
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businesses. Communication may be directly delivered or the role may involve advising others on approach and delivery for specific instances or campaigns. Communication will be via a range of media including social media and includes responsibility for the Council SharePoint content.

Where necessary the role will require input into crisis and emergency management and close working with those delivering customer services will be necessary. Work is both proactive and reactive.



ROLE SPECIFICATION



APPENDIX 1

WBC – High Level Draft Communications, Marketing and Engagement Strategy

Outcomes:

- To build our reputation as a responsive authority delivering good innovative service delivery offering good value for money to local tax payers – residents and businesses
- To build our reputation with Central Government, local and regional partners in order to get the best deal and outcomes for local residents and local businesses.
- Drive up trust and satisfaction levels

Objectives

In our Communications and Marketing we will:

- Be responsive and listen to our customers
- Promote our strengths
- Seek greater understanding and appreciation of what we do and how well we do it
- Build and promote a brand that is recognisable, understandable and inclusive
- Identify who all our customers are and target our messages appropriately simply and clearly and manage expectations
- Be honest and not be afraid to give a negative message, but explain the reasons why.

In our PR and Lobbying Campaigns we will:

- Support our elected members in gaining a higher profile for the Council nationally to get our voice heard by government and key bodies to



ROLE SPECIFICATION



promote the interests of our residents and businesses eg 5 year land supply campaign

- Grow respect for what we achieve and partner with other influential voices to get our messages heard
- Promote ourselves as a go to authority for piloting new initiatives and innovation
- Promote ourselves to our community as working hard on its behalf.
- Promote the Council as a great place to work attracting the best talent

In our Community and Engagement activities we will:

- Work well with our towns and parishes to deliver services to our residents as local councils building a stronger relationship with the public
- Involve our communities in conversations about their areas and local issues identifying solutions, encouraging local civic action and managing demand for Council services
- Work with partners in our localities to address needs and deliver the best possible services
- Build capacity and resilience within our new communities encouraging a sense of place and allegiance to the borough amongst our new residents
- Work with our businesses to understand and articulate their needs and build their recognition for the Council and the borough as a business location

Key Pillars for our campaigns and activities:

- Leadership – demonstrating local and regional leadership and exerting influence at national level to get the best for our borough
- Innovative and responsive – innovative service delivery that meets local needs and are easy and straightforward to access
- Brand Wokingham – a recognised and respected brand renowned for being a great Council achieving much for local residents and serving a great place to live, work and do business.