

Delivery Lead – Marketing and Communications (Tier 4)

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| Directorate/Group: | Resources |
| Accountable to: | Strategy and Commissioning Manager – Marketing and Communications. |
| Accountable for: | 3 posts (2.2 FTE), Budget TBC |
| Politically restricted post | Yes |
| Commissioning teams: | |
| Job Title: | Delivery Lead – Marketing and Communications |
| Grade: | Hay 10 |

Context

You will play an active role as part of our commissioning team working in partnership with other Delivery Team Leads to deliver our organisational outcomes.

You will support the Strategy and Commissioning Managers in achieving our organisational vision and outcomes. You will manage your team of commissioning resources to deliver on your commissioning plan and its objectives.

You will develop and maintain good working relationships with our range of key stakeholders including statutory partners, service providers, voluntary sector and customers.

Specific role assignment and person specification

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| Delivery responsibilities | <p>Deliver the marketing and communications strategies to fulfil the Council Plan priorities:</p> <ul style="list-style-type: none">• Making Warwickshire the best it can be.• Best use of resources.• Keeping Warwickshire's communities and people safe, healthy and independent.• Warwickshire's economy is vibrant, supported by the right jobs, training, skills and infrastructure. |
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Key business measures

Delivery Lead – Marketing and Communications (Tier 4)

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| Specific experience | <ul style="list-style-type: none"> • Substantial evidence of creating and delivering marketing and communications in a complex and political environment. • Comprehensive understanding and experience of the marketing and communications landscape, disciplines, tools and channels on and offline. • Substantial experience of planning, delivering, reviewing and evaluating programs that have delivered excellent results. • Experience of solving complex problems and having a solution-oriented approach to managing risk. • Evidence and experience of leading successful change programmes. • 5 years' experience of managing people and teams. |
| Specific qualifications/ and registration | Professional marketing or communications qualification. Membership of a professional body, e.g. CiPR |
| Budget responsibility | External and internal budgets as specified by Commissioning and Strategy Manager. |
| FTE responsibility (line management) | Commissioner teams/posts – 3 (2.2.FTE) (Subject to change) |
| Key stakeholder relationships | Key partner relationship management with the leadership team. Key relationship management with commissioned providers. Professional relationship development with the Leader of the Council, Cabinet Members and any other political post holders as required. |

Delivery Lead – Marketing and Communications (Tier 4)

Generic capabilities of the role

| Generic Capability | Descriptor |
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| Strategic thinking & planning | <ul style="list-style-type: none">• Identification of business requirements against demand for the service(s)• Formulating short term (1 year) strategies and plans to meet demand for the service(s)• Use of insight, best practice and research to inform commissioning intentions and key business measures |

- Contribute to the commissioning intentions, key business managers and plans based on demand for the short term (1 year)
- Develop the 1 year delivery plan in conjunction with the delivery teams
- Contribute to the development of policies
- Ensure that insight, best practices, market research and trends are considered in the commissioning intentions.

| Generic Capability | Descriptor |
|---------------------|---------------------------------------------------------------------------------------------------------------------------|
| Innovation & change | <ul style="list-style-type: none">• Focus on new ideas, improvement and innovation• Problem solver |

- Undertake periodic review(s) of commissioning intentions, outcomes and key business measures to identify areas of improvement
- Support the development of options appraisals to assess the most suitable means of delivering the commissioning intentions
- Ensure the right provider is commissioned to achieve our objectives through a mixed economy of internal and external suppliers.
- Work in collaboration with the Operational Managers and Commissioning Support Unit, to put in place frameworks to monitor and manage quality performance of commissioned services.

| Generic Capability | Descriptor |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Finance & commercial | <ul style="list-style-type: none">• Effective budget setting and monitoring• Contract negotiation and commercial partnership management• Quality monitoring and measurement• Oversight of contract set up, establishment and ongoing monitoring |

- Manage budgets in line with commissioning outcomes, including commercial and trading targets
- Take action where the performance of providers is unsatisfactory
- Ensure compliance to the specific statutory, compliance, contract, practice and performance frameworks
- Support the Delivery Manager in contract set up, establishment and management

Delivery Lead – Marketing and Communications (Tier 4)

- Manage the decommissioning of contracts where applicable

| Generic Capability | Descriptor |
|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Influence & relationship management | <ul style="list-style-type: none">• Relationship development and management• Influence and shapes the market• Collaborative working |

- Support the development of key partnerships
- Support the shaping and influencing the market
- Support the co-production of commissioning strategies and intentions with key stakeholder groups
- Support any required consultation activities

Generic leadership competencies

| Capability | Descriptor |
|-------------------|------------------------------------------------------------------------------------------------------|
| People Management | <ul style="list-style-type: none">• Workforce development• Workforce planning |

- Recruit and ensure effective on-boarding of team members
- Retain and attract the required capabilities of the team through effective talent management
- Set and deliver stretching performance objectives
- Undertake annual appraisals with the team
- Undertake regular 1:1 sessions throughout the year to review performance against objectives
- Manage and support teams through organisational change

| Capability | Descriptor |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Management of resources & planning | <ul style="list-style-type: none">• Monitors the service performance framework• Ensure best use of resources• Ensure effective service design• Oversight of budget |

- Plan, task, deploy and co-ordinate resources to meet changing commissioning needs as required
- Monitor, plan and review team outcomes ensuring delivery of personal and team objectives
- Hold regular meetings to inform teams of plans, priorities, budgets and expected outcomes
- Identify the capacity of the delivery team through effective workforce planning.
- Develop and implement integrated working across teams

Delivery Lead – Marketing and Communications (Tier 4)

| Capability | Descriptor |
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| Organisational leadership & resilience | <ul style="list-style-type: none"> Deals with performance issues Maintains business continuity Role model of how we work principles |

- Maintain business continuity in the event of service disruption
- Effectively addresses performance issues within the team
- Enable the team to work in a high-performance culture
- Act and operate corporately across WCC adopting the one council approach
- Act as a positive role model for WCC's values and behaviours at all times
- Represent the interests of the Council on external bodies and networks

WCC values and behaviours

The post holder must be able to demonstrate that they role model the WCC values and behaviours.

Our Values – The Warwickshire DNA



Our Behaviours



Delivery Lead – Marketing and Communications (Tier 4)

