

COMMUNICATION & MARKETING MANAGER					Purpose
Reference No.	A5024	Туре	Generic	To lead and manage corporate teams responsible for pro communications and marketing support to Fife Council a	
Service	Policy and Communicat	tions			Partnership: ensuring the delivery of a consistent, high quality and customer focused service that promotes and implements the
Job Family	Team Manager 3	Grade	FC10		Council's aims and values.

<b>Task or Responsibility -</b> For this role, there is an expectation that all, or a combination, of the following will be undertaken:	Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	E	D
<ul> <li>Leading and managing a corporate team responsible for:</li> <li>Council reputation and brand management and quality assurance</li> <li>Internal and external communication policy, strategy and standards</li> <li>Expert advice and guidance to senior/elected leaders and managers</li> <li>Design and visual and moving image services including animation, video and photography</li> <li>Provision of media and reputation management and democratic support services including 24h emergency service</li> <li>Social media management including maintaining a service network and managing business use and development</li> <li>Public information and behaviour change campaign programmes and projects and the management of advertising assets</li> <li>Provision of area, audience and theme-based information and the development good relationships with area and local teams</li> <li>Management of digital and traditional communication and marketing tools, platforms, systems and corporate processes</li> </ul>	<ul> <li>Experience and awareness of communications and marketing methodologies and best practice in the public sector</li> <li>Ability to think strategically with experience of translating strategy into measurable plans</li> <li>Ability to manage conflicting demands</li> <li>Organisational skills</li> <li>Understanding and experience of coordinating complex communication solutions</li> <li>Ability to work effectively in a partnership context and to develop effective working relationships between partners</li> <li>Understanding of relevant policy and practice areas</li> <li>Awareness and understanding of the practical application of related legislation</li> </ul>		

<b>Task or Responsibility -</b> For this role, there is an expectation that all, or a combination, of the following will be undertaken:	Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	E	D
Leading communications and marketing to support the delivery of Fife Council and Fife Partnership ambitions and outcomes: making sure that strategies and priorities are set, service levels and customer satisfaction are continually improved, and work-plans are delivered to agreed priorities.	Understanding and a proven track record in coordinating the successful delivery of public service, local government and local community communications and marketing approaches and solutions	V	
Contributing to the achievement of the key priorities and milestones set out in the Council Plan and the Service Improvement Plan, as well as other relevant national and local strategies in areas such as such as	Educated to SCQF level 9 which includes a degree or equivalent or equivalent experience	~	
community planning, local community planning, and community empowerment. Delivering performance outcomes that meet Council and Community Plan targets.	Political awareness and requirements for public accountability in a public sector organization	~	
	Understanding of community planning and knowledge of community planning structures	~	
Leading a coordinated business-focused approach to service provision while delivering and maximising the efficient and effective use of physical, financial and staff resources available.	Leadership and management skills	~	
Providing professional leadership and support to the team, and others through personal and team development, coaching, managing	Proven management of professional staff	✓	
attendance, performance and conduct, project work and fostering knowledge and sharing within and across teams.	Evidence of supporting staff development	~	

## **Role Profile**

<b>Task or Responsibility -</b> For this role, there is an expectation that all, or a combination, of the following will be undertaken:	Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	E	D
Managing and analysing performance levels in relation to team performance and the performance of Services across the Council and Fife Partnership, developing and implementing solutions for continuous	Analytical skills Evidence of driving change in designated area	✓ ✓	
improvement. This will focus on the delivery of key outcomes set out in the Council Plan and Community Plan.	Initiating and managing continuous improvement	~	
	Ability to provides a regular and effective service	~	
Building strong relationships with colleagues and partners so that work is integrated with and supports other relevant work in the Council and	Experience of collaborative working	<b>√</b>	
wider community. Developing and implementing opportunities to work more effectively with partners to deliver agreed outcomes.	Understanding of relevant policy areas	~	
	Ability to work effectively in a partnership context and to develop effective working relationships between partners	~	
Identifying, monitoring and achieving relevant quality standards,	Report writing skills	~	
representing the Directorate or Service at agreed internal/external meetings, producing reports and delivering presentations on relevant strategies, policies and funding programmes.	Presentation skills/confident delivery style	~	
Linking with national public and private sector organisations to ensure Fife shares and benefits from best practice elsewhere. (e.g., COSLA, Improvement Service, What Works Scotland, Scottish Community Planning Network, Scottish Government, professional bodies).	Experience of working with external bodies, and sharing best practice with other Councils and organisations		

<b>Task or Responsibility -</b> For this role, there is an expectation that all, or a combination, of the following will be undertaken:	Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	E	D
Provision of effective, professional advice and guidance and working with senior officers and elected members to respond to complex queries and improve service delivery.	Experience of working with leaders and elected representatives	~	
	Understanding of the issues arising from working with non-executive stakeholders or politicians.	✓	
Ensuring project and policy compliance with legal, regulatory, professional body and social requirements.	Analysing problems and determining creative and practical solutions	~	
	Ability to demonstrate project work delivering efficiencies or savings	~	
Ensuring strong relationships within the team, offering guidance, support and direction on service delivery, professional and HR issues.	Ability to motivate others to perform to the highest standards	~	
	Evidence of supporting staff development	$\checkmark$	
Managing change with service managers, employees and external partners as required. Report to different strategic/management groups as necessary, such as portfolio boards, policy advisory groups and Fife Partnership outcome delivery groups.	Strategic planning and positively facilitating organisational change	~	
Contributing to the wider development Policy and Communities, the Communities Directorate, Council and Partnership.	Experience of contributing to change outside immediate area of responsibility		~
Preparing and managing budgets and delivering agreed savings and efficiencies, ensuring compliance at all times with the Council's financial	Financial management skills	~	
regulations.	IT Skills	$\checkmark$	

<b>Task or Responsibility -</b> For this role, there is an expectation that all, or a combination, of the following will be undertaken:	Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	Ε	D		
Ensuring compliance with statutory, regulatory and governance requirements, reporting to strategic and other relevant Committees as part of the Council's governance framework.	Comprehensive knowledge and awareness of relevant regulation, legislation and statutory requirements	✓			
Undertaking all other duties as required for the role. Duties will be in line with the grade.					

Additional tasks or responsibilities – this is a generic role, however this particular job may also require you to undertake the following:					
<b>Task or Responsibility -</b> For this role, there is an expectation that all, or a combination, of the following will be undertaken:		Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	E	D	

Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required				
Before confirming appointment: You may be required to obtain PVG scheme membership or a Disclosure check. Please refer to the job advert for clarification of the				
specific requirement.				
Additional Information – the following information is available:	Expected Behaviours			
<ul><li>Skills Framework (if applicable)</li><li>How we work matters</li></ul>	Every council employee is expected to lead the way by making decisions and behaving in ways that uphold our community commitments and values.			
	Please refer to How We Work Matters Guidance to learn more.			