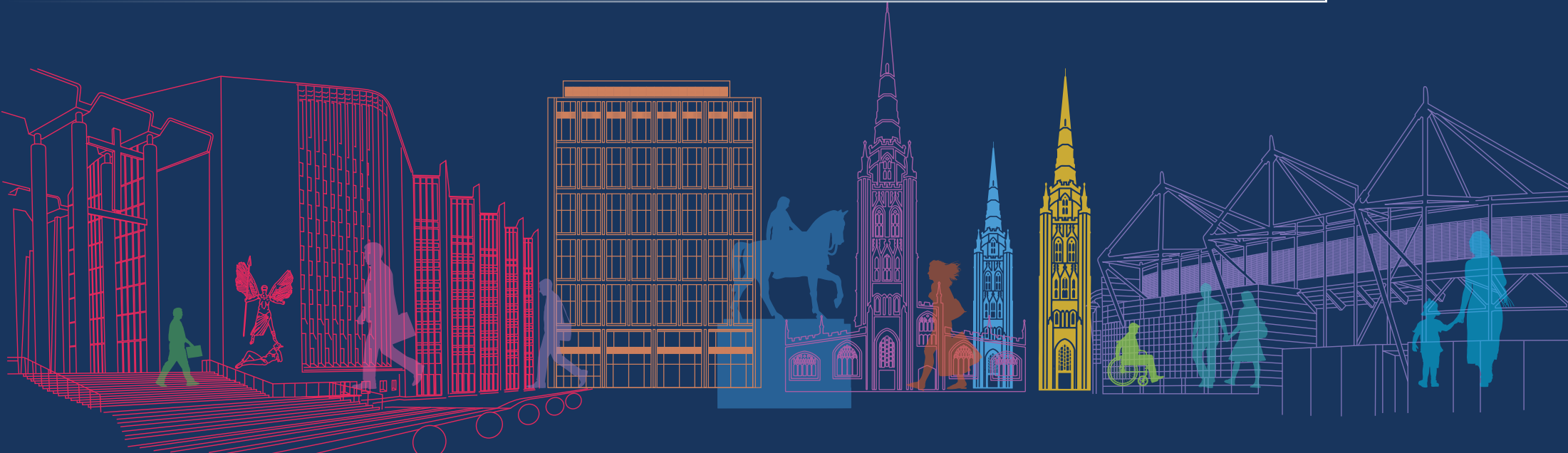


Coventry City Council

Director of Communications and Policy

Application Pack







Introduction to Coventry City Council

Coventry, the City Council and its services are changing and improving in the face of significant challenges.

In recent years we have taken great strides, and we haven't stopped yet.

We have been the UK City of Culture, a host city for the Commonwealth Games, and a venue for major events such as Radio 1's Big Weekend and the MOBOs.

We have transformed our city centre, with more major change on the way, and as the home of the UK's motor industry we are at the forefront of new autonomous, green and electronic technology.

At the same time, the Council has embraced flexible and agile working, we have adopted new technologies to support colleagues and residents, and we are champions of diversity and equality as we build an organisation that truly represents the amazing youthful, multicultural city it serves.

We are working with our many varied communities to create a new vision for Coventry, working with our partners, organisations, charities and residents to develop our One Coventry Plan and find new ways to deliver services when and how people need them.

That partnership working and desire to change and innovate has seen major improvements and successes.

We are proud of what we have already been able to achieve together as a Council, and with our partners and residents across the city, in the face of significant national challenges.

We are leading the way in green technology and transport; we have transformed our city centre; seen massive strides in the way we care for our young people and the vulnerable; and so much more.

Now we must take that work to the next level. Of course, in a city that never stands still, the next steps are already underway.

We recently launched the exciting Greenpower Park. With the West Midlands Gigafactory at its heart, the Park will put Coventry at the epicentre of the green industrial revolution, creating 6,000 highly skilled jobs through £2.5b in investment.





Another city success story will also continue to thrive in the year ahead. Our Job Shop is now at a great new location where it can build on work that has seen the skilled team support almost 15,000 people into employment in just over 10 years.

The Job Shop moved to allow a major and vital regeneration project to start - City Centre South will bring an incredible new look to Coventry, with up to 1,550 homes, thousands of metres of commercial and open space, and a state of the art shopping and leisure destination.

We have come a long way in a short time, and now we want to go even further. We want to be 'outstanding' in all areas of our work and be an innovative, inspiring role model for other authorities. We want to work with our

partners and residents to make Coventry an even better city – a place where every person has the chance to succeed, where nobody gets left behind, and where everybody has a voice, and that voice is heard.

We are proud of our recent achievements, but there is much more work to do.

That is why we're looking for the right person to help lead our teams and to make our city an even better place for all those who live, work and study here.

Cllr George Duggins

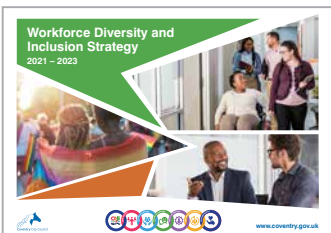
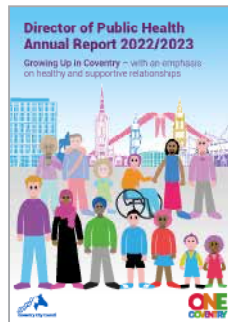
LEADER, COVENTRY CITY COUNCIL

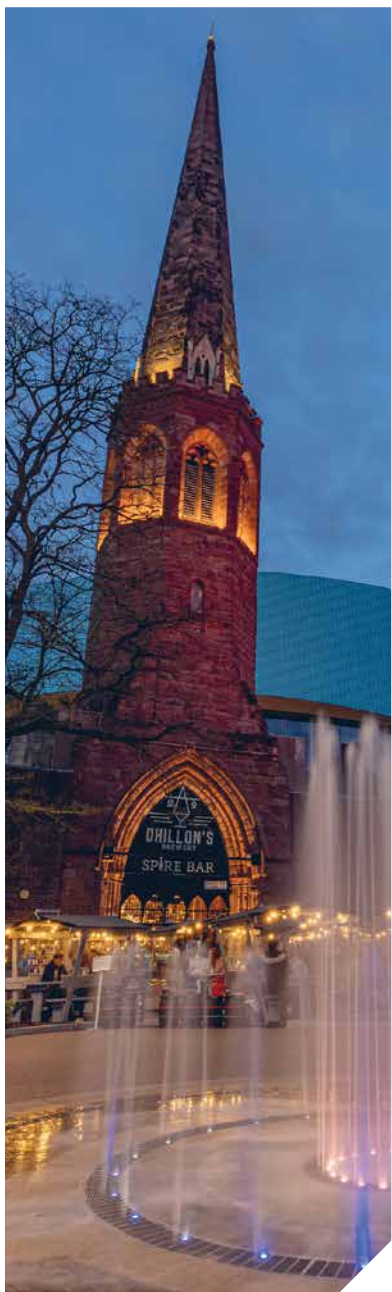
Dr Julie Nugent

CHIEF EXECUTIVE, COVENTRY CITY COUNCIL

Our key strategies and reports:

- [Skills Strategy](#)
- [One Coventry Plan](#)
- [Economic Development Strategy](#)
- [Climate change pathway](#)
- [Adult Social Care annual report](#)
- [Workforce Diversity and Inclusion](#)
- [Director of Public Health's annual report](#)
- [Budget 2024-2025](#)





I Working for Coventry City Council

Coventry has a proud, innovative, and creative spirit that throughout its history has seen communities come together to tackle problems and bring about real social change.

We are cutting-edge, challenging, youthful, vibrant, and diverse.

At Coventry we are committed to excellence in everything we do. With around 5,000 staff from a range of different backgrounds, our aim is to recruit and develop talented people who will focus on our customers, take responsibility, work together and find better ways of doing things.

As a Council we have a wide range of vacancies to offer across a variety of fields. We hope that you will find something that matches what you're looking for and are excited to be part of the team here at Coventry City Council. We believe this isn't just about coming to do a job – it's a chance to bring your own ideas, be listened to and shape the services we provide.

We strongly believe in properly rewarding the hard work and commitment we get from our employees. We offer great benefits to make sure you have every opportunity to enjoy a proper work / life balance. As a council we offer a range of benefits depending on your role.

Based in the heart of the city, we have so much to offer our dedicated staff, with excellent commuting links, generous annual leave, pay progression, flexible working and much more.



| Making a difference

We do what we do for the people of Coventry. It's all about making sure that they have access to great services to give them the best possible quality of life. No matter what your job is, you'll have the opportunity to have a direct impact on the lives of Coventry's residents and the city itself.

Our staff are at the heart of being able to deliver the One Coventry Plan. We need to transform the way we do things and work in new and different ways to achieve this. We don't just want people to fit into a Coventry job - we need people who share our One Coventry Values. We recruit for attitude and develop for skills.

To deliver the best services to our residents, we need the best people working for us to make a difference to our communities. Coventry is committed to safeguarding and promoting the welfare of vulnerable adults, children and young people and expects all staff and volunteers to share this commitment.

Our values:

Our One Coventry Values have been co-created with the support and input of all employees across the Council, so they are reflective of how we want to be represented both as colleagues and to the wider community.

We want to ensure there is clarity of purpose through the Council's vision of our One Coventry Values and Behaviours; putting diversity and inclusion at the heart of everything we do. Moving forward the values will become an integral part of our: Reward Strategy, Appraisals, Recruitment, Attraction and Onboarding, Recognition and Development and Employee Engagement.

Our values define us as an organisation and influence everything we do and how we treat each other. We recognise the crucial role each and every one of us plays in helping to achieve our goals. We want Coventry City Council to be an inclusive workplace where people know they are valued and feel empowered in their roles to achieve excellence for our customers and communities.

To achieve this, we have committed to the following six values:





About Coventry City Council

Who we are:

At Coventry City Council we are dedicated to making a positive difference to the services we deliver to the citizens of Coventry. The work we do improves people's lives – from helping them into work to providing clean and green places to live, to keeping people safe and protected.

As a Coventry City Council employee, you have our ongoing commitment to your growth and development with opportunities to work across multiple service areas including customer contact, public health prevention and education and skills, adults and children's services and provide support for the most vulnerable.

Our aim is simple:

To increase the economic prosperity of the city and region, improve outcomes and tackle inequalities within our communities, and tackle the causes and consequences of climate change.

Our Values:

We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation.

Job Description

Purpose of the role

This role requires you to plan, develop and deliver communication strategies using a wider range of media to ensure the council is connecting with residents and having a firm place in the market. You will also develop proactive communication materials to build trust with target audiences and drive business growth.

You will be responsible for creating and implementing strategies and initiatives that aim to raise awareness of the Council's impact, successes, and ensuring residents are connected to Council activities. You will achieve this by highlighting successful actions/projects and investments, preparing high-profile promotional events, manage the activities of external communication teams and actively seeking engagement from residents.

You will need to foster relationships with external partners to leverage opportunities for growth and collaboration. You will also be expected to establish and maintain trust with various internal and external stakeholders through

the innovative use of media tools and public engagement projects and initiatives. You will support and advise the Council on policy, public affairs and the effective utilisation of communication internally and externally.

With colleagues, you will ensure that services and activities across the council and with partners are closely integrated to achieve better outcomes and improve our residents' experience of public services, reaching outside of the council to ensure strong partnership working and integrated working. You will deliver agreed corporate and service objectives and outcomes through effective performance, risk, and financial management, including all legal and statutory duties.

Job Description

Organisational Responsibilities

You have a responsibility to work as part of a team to deliver, collectively, the agenda of One Coventry. These are fundamental elements of their role not an addition and are summarised as follows.

- Seek to improve the lives of all residents by delivering a One Coventry Approach.
- Understand, communicate, and contribute to the delivery of strategic aims of the One Coventry Plan.
- Work across the organisation to show effective and visible leadership to overcome silos, effective use of resources and increase performance.
- Meet statutory obligations and promote and ensure compliance with policies and procedures including the financial regulations and standing orders.
- Development of creative solutions keeping the resident at the centre of our work.
- Being inclusive in approach and activity, living the values.
- Be flexible and adaptable in approach, working to deliver the best possible outcomes.
- Advise elected Members and support the democratic process.
- Proactively and continuously seek to improve service delivery.
- Creating and endorsing a culture that nurtures and develops our people and their talent.
- Act as corporate parent to the Council's Looked After Children, taking an active role in promoting and ensuring safeguarding responsibilities are met.

The post holder is required to observe and fulfil the seven principles of public life (also known as the Nolan Principles).

- **Selflessness:** Holders of public office should act solely in terms of the public interest.
- **Integrity:** Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.
- **Objectivity:** Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

- **Accountability:** Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.
- **Openness:** Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.
- **Honesty:** Holders of public office should be truthful.
- **Leadership:** Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

I Main Duties and Key Accountabilities

Core Knowledge

- 1** This is a pivotal role to develop a more strategic approach to keeping staff, stakeholders and public up to date with the challenging issues facing the council including impact of funding shortages.
- 2** Translate the Council's strategic vision, values, and priorities into clear practical messages to share across the Council and beyond to ensure full public engagement with critical Local Authority processes for example the Local Plan
- 3** To be actively involved in promoting the strengths and reputation of the city to support additional private and public sector investment, influence policy, reputational management and engagement both internally and externally to ensure opportunities and risks are fully considered.
- 4** Develop and continuously improve communication to all stakeholders. Ensure effective and wide- ranging media is delivered so plans, direction of travel , events are effectively shared and marketed.
- 5** Ensure that robust performance management systems are developed and maintained to drive measurable and sustainable improvements in service delivery.
- 6** To lead a culture of inclusivity that promotes equality within teams, the delivery of non-discriminatory services and the inclusion of disadvantaged groups.
- 7** Develop and encourage innovation and creativity in the design and delivery of the service. Identify and exploit potential for improvements in the service by rigorous challenge of existing services and robust analysis of alternatives.
- 8** Responsible for the efficient and effective use of financial resources, demonstrating sound financial management and financial strategic long-term planning to ensure cost effectiveness and value for money in the delivery of services.

Specialist Knowledge

- 1** Providing creative, innovative and inspiring leadership of the marketing, international relations and communications service in Council working to support and enable the vision and aims of the Council ensuring engagement with our citizens, visitors and investors. Developing and delivering an integrated marketing and communications strategy with strong focus on promoting Coventry as a brand, enhancing the image, profile and reputation of the city and Council locally and globally.
- 2** Work closely with the CEO on developing and implementing a communications strategy that underpins CCC and focuses on increasing our influence, impact and reputation. Setting the tone for CCC messaging and positioning in line with the One Coventry Plan and its priorities.
- 3** Set and deliver an ambitious, innovative Public Affairs strategy to support the business growth agenda – set the business up for successful growth in a future political environment, including preparation for elections.
- 4** Lead, manage and develop the of Communications, Marketing, Policy and External Affairs function as a centre of excellence, committed to continuous improvement in providing expert advice and support to the organisation, key stakeholders and partners.
- 5** Develop and introduce effective resident engagement through targeted campaigns and activities to increase connectivity and feedback on Council services.
- 6** Act as a trusted communications advisor to colleagues, ensuring that they make the most of communications opportunities to enhance the impact of their work.
- 7** Represent CCC at relevant national, regional and local platforms and events as required including acting as a public spokesperson for CCC.
- 8** Develop procedures, standards and policies around media management, events, VIP visits, corporate identity, patient communications and other areas of communications and ensure they are implemented consistently and appropriately.
- 9** Ensure that all materials and resident information are of a high standard, accessible to and appropriate for relevant audiences whilst reflecting the diversity of the communities served by the CC and that social media is maximised along with other new technologies.
- 10** Manage strategy for internal communications, delivers relevant and timely communication for all staff groups and communicates key corporate messages reflecting the vision, values and objectives in conjunction with the Leadership Team/Director of HR.

- 11** Develop and sustain positive relationships with; national and local media, local and national politicians, policy makers to maximise positive coverage and ensure balance in all media coverage, in order to improve public perceptions of, and promote public confidence.
- 12** Oversee the provision of an effective press office function which gives accurate and timely responses to media enquiries and monitor media coverage and lead on all crisis communications as needed.
- 13** To have overall responsibility for the effectiveness, value for money and continuous improvement of all communications functions including media relations, marketing, social media, internal communications and design and brand.
- 14** Horizon scanning for risks and opportunities – utilising contacts and intelligence to monitor and circulate public affairs updates, including political intelligence and regulatory changes, to ensure internal stakeholders are kept up to date on key matters, understand their relevance and impact, and plan accordingly. This includes regular briefings with the CEO, the Leader of the Council, Elected Members and colleagues.
- 15** Ensure responses to appropriate consultation are made on behalf of CCC and internal circulation of relevant outputs and updates are known, agreed and shared.
- 16** Be responsible for the development and maintenance of a comprehensive events contact database and conduct interviews with key parties, such as stakeholders and the technical staff to generate new communications materials.

Key relationships

External:	Internal:
Journalists - local and national, News agencies, Health, Police, Education, Charities, Third Sector, Communities and Faith Groups, Regional and Central Government, LGA, Ofsted, CQC, NHSI/E	CEO Senior Colleagues Members Headteachers Managers Employees Trade Unions

Standard information

- Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies.
- To ensure emergency planning and business contingency arrangements are in place and to be part of the emergency planning senior management response.
- Effective use of evidence and research in decision making.
- Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.
- Participate in the GOLD rota as directed by the Chief Executive to ensure emergency planning and business contingency arrangements are in place throughout the Council.
- Ensure that evidence-based approaches are adopted across the service underpinned by strong data and metrics.
- Work outside of normal office hours, including attendance at evening meetings or committees, for which no additional payment will be given.

Smoke-Free

The City Council is Smoke-free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

Training

The postholder must attend any training that is identified as mandatory to their role.

I Person specification

Experience

- Demonstrable experience at a senior level in leading and managing communications/media function in a public sector setting, including being a public spokesperson for an organisation.
- Evidence of successfully devising and implementing effective communications and engagement strategies including digitally integrated social media that provide compelling messaging and brand positioning
- Experience working with and influencing professionals, and communicating highly technical (e.g., scientific and/or legal) issues and translating them into communications that will appeal to the public and media outlets, or as appropriate, directly to expert audiences.
- Evidence of crisis management and resilience skills.

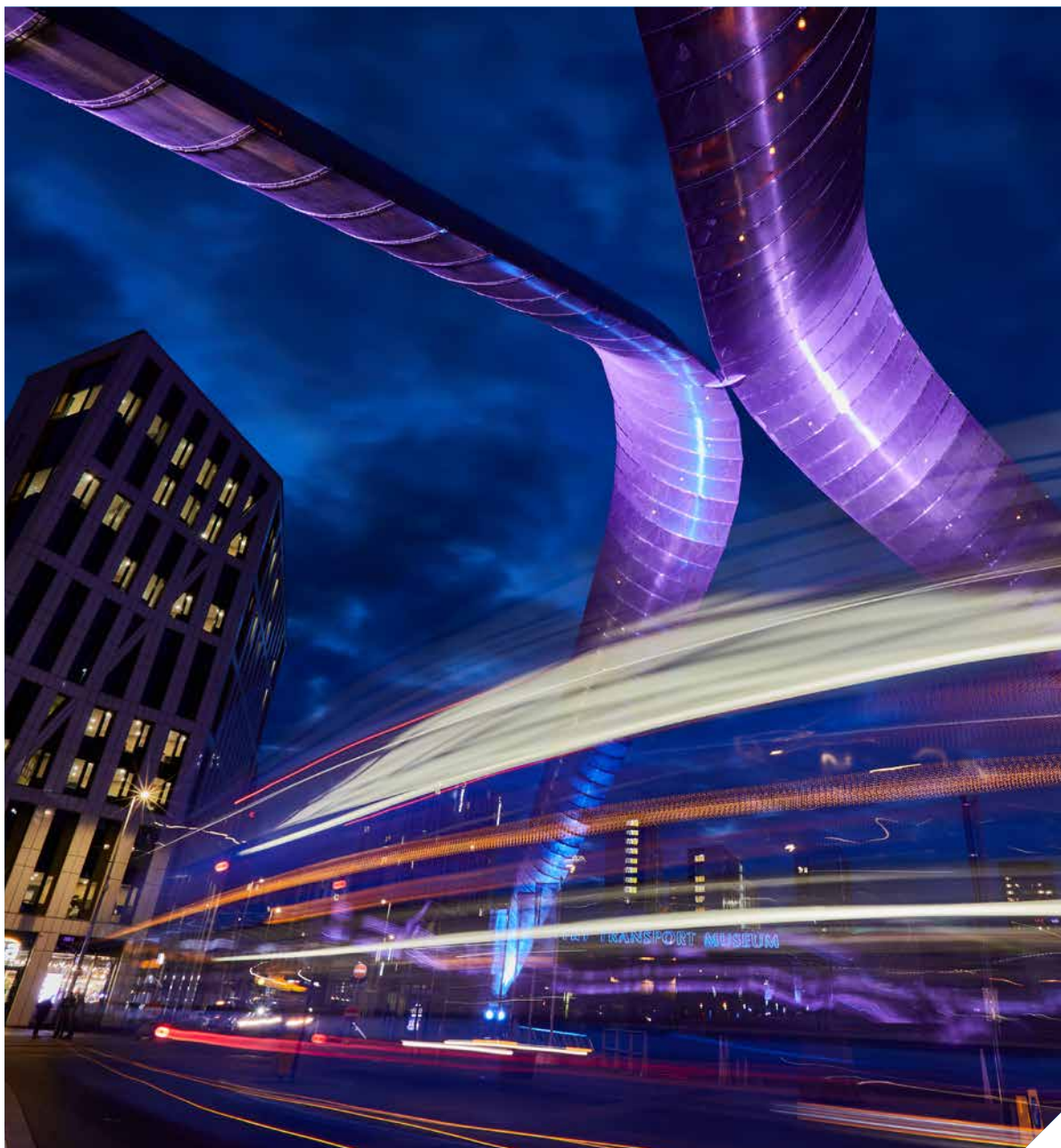
Skills and abilities

- Ability to effectively communicate complex ideas to diverse audiences.
- Sound political astuteness, being ethical and compliant in practice.
- Solid multitasking and time-management skills, with a capacity to meet deadlines, manage competing priorities, and advance several projects at once.
- Ability to handle highly sensitive and complex information with adaptive communication techniques.
- Digital literacy and competency with strong insight and data analytic to understand audience behaviour, campaign performance, and media impact.
- Exceptional communication skills; including strong writing/editorial skills, clear presentation and public speaking skills.
- Able to build consensus and use influence within an organisation with a wide range of stakeholders, with strong interpersonal communications skills.
- Creative, innovative and strategic thinking, able to think laterally and creatively.
- Flexible, collaborative leadership style and proven motivational and supportive people management skills.

Knowledge

- Educated to master's level or equivalent experience.
- Knowledge and experience of managing formal public consultation on service change
- A good understanding of the public sector and the challenges faced particularly in local government.
- Ability to effectively communicate complex ideas to diverse audiences.





Living in Coventry

Coventry is a lively, multicultural city, which embraces old and new.

Around the modern city centre there are traces of history everywhere – in the old city walls, the timber-framed buildings and the reconstructed medieval Spon Street. But Coventry has always had an eye on the future and is now firmly focused on regenerating and re-inventing itself to meet the challenges of the 21st Century. With major developments and new projects taking place right across the city, Coventry is the place to be!

A former UK City of Culture and a host city of the Commonwealth Games, Coventry is currently ranked third for liveability in England, with a score of 94 out of 100 (livingcost.org) and statistically is the safest city in the West Midlands. The city is ranked as the second best connected city in the UK regarding internet connectivity to properties.

All of this offers a unique, once-in-a-lifetime opportunity to those joining us to play their part in it.

- Coventry is one of the fastest growing cities in the country with a population of 345,300 according to the 2021 census.
- Its population has grown by 8.9% in the last 10 years, compared to 6.2% for the West Midlands and the national average of 6.6%.



- Coventry's increase is the 4th highest out of the 36 England metropolitan areas.
- It is the 9th largest metropolitan district in England, up from 11th in 2011.
- Coventry is a diverse and cohesive city with a median age of 35 years compared to the UK average of 40 years.
- In 2021, 26% of the city's population are children and young people aged under 20, 60% are aged 20-64, and the remaining 14% are aged 65 and over.
- The significant student population in Coventry has contributed to 9.15% of population being aged 20-24 – the 4th highest in England Metropolitan areas and higher than the national average of 6.04%.
- Over the past decade, the city has become increasingly ethnically diverse, with just under half of its school-aged population from an ethnic minority background.
- The percentage of Coventry neighbourhoods that are amongst the 10% most deprived in England reduced from 18.5% to 14.4% between 2015 and 2019.
- The latest available data suggests that 23% of Coventry children aged 0-15 live in relative low-income families compared to 19% nationally.

For more information, visit the **Facts about Coventry website**





Your reward package

No one knows what's right for you, better than you, and therefore we offer a number of benefits that you can opt into so that you can have benefits that are important to you.

We strongly believe in valuing and rewarding the hard work, commitment and brilliant job you do which goes beyond more than just the salary you receive for a job well done. Therefore, we are pleased to offer you a range of employee benefits from our health and wellbeing partner Vivup, which are designed to improve your physical, financial and mental health wellbeing.



MY CASH

- Competitive salary
- Pay progression through multiple increments
- Additional role related allowances
- Salary match opportunity
- Employee Welfare Support Loan

MY DISCOUNTS

- Local and partner discounts
- Lifestyle savings
- Company discounts

MY WAY

- Cycle to work
- Bike shop
- Car scheme
- Workplace parking scheme
- Business car park passes
- Travel cards
- Payroll giving scheme
- Home and electronics scheme



MY TIME

- Generous annual leave allowance (28 days+)
- Annual leave purchase scheme
- Flexible working
- Parental leave

MY VOICE

- Recognised Trade Unions and active membership
- Employee Networks – EMBRACE Network, PRIDE Network, Disabled Employee Network (DEN), Generation CCC and Women's Employee Network

MY HEALTH AND WELLBEING

- Award-winning occupational health team
- Counselling service
- Employee Assistance Programme
- Advantage Voluntary Health Plan



MY AWARDS

- Cheers for Peers
- Spire Awards: Above & Beyond; Best of the Best
- Long Service Award

MY OPPORTUNITIES

- Corporate Learning and Development offer
- Improve your Maths

MY SAVINGS

- Generous local government pension scheme
- Clockwise Credit Union

#myReWards



The selection process:

How to apply

All applications will be received via our Applicant Tracking System TribePad, when you click 'apply' you will be rerouted to the system whereby you will need to create a short profile to begin your application.

All applicants will be required to create a profile outlining their experience and a supporting statement outlining their suitability for the post based on the Person Specification.

All applications are reviewed on an anonymous basis and will be scored based on the suitability to the person specification using the same points scoring system. If you would like to learn more about this opportunity or confidentially discuss any aspect of the role, please feel free to contact:

Dawn Faulkner

E-mail: dfaulkner@faerfield.co.uk

Phone: 0121 312 3755

Closing date

The post will close at midnight on **Thursday 7 November 2024.**

No further applications will be accepted after this time.



Guaranteed Interview Scheme

Coventry City Council is committed to the employment and career development of disabled people and will guarantee to interview anyone with a disability, a veteran or 'care experienced' person whose application meets the minimum criteria for the post.

Selection process

If you are successfully shortlisted for this position, you will be invited to an interview process starting the week commencing 11 November with final interviews taking place on 12 December. Interviews are scheduled to be conducted face-to-face.

Diversity and inclusion

Coventry City Council is committed to a policy of inclusivity for all staff. We will not discriminate on grounds of gender, gender identity, race, disability, sexual orientation, religion or belief, age, those with caring responsibilities, part time workers or any other factor irrelevant to a person's work.

We encourage a diverse workforce and aim to provide a working environment where all staff at all levels are valued and respected, and where discrimination, bullying, promotion of negative stereotyping and harassment are not tolerated.

Assessment for recruitment, selection, appraisal, training and career progression purposes is based both on the individual's ability and suitability for the work. We are committed to providing all staff with opportunities to maximise their skills and achieve their potential, offering flexible working arrangements wherever possible.

As Local Authorities have statutory duties placed on them that require them to promote equality of opportunity and eliminate unlawful discrimination. We expect all staff to assist the department in meeting these obligations. All staff should have due regard for the need to promote good relations between individuals from different groups and work towards achieving equality of opportunity for all.