

JOB DESCRIPTION

Job title: Communications and Engagement Manager
Directorate: Corporate Strategy
Grade: 8

JOB CONTEXT / DIMENSIONS / RELATIONSHIPS:

Reports to: Head of Marketing and Income Generation
Manages: The Communications and Engagement Team with 5 x direct reports
Liaison with: All relevant stakeholders, internal and external

JOB PURPOSE:

- Design, and deliver the communications and engagement strategy to maintain and strengthen the reputation of the SDNPA and ensure it meets its Purposes and Duty.

KEY ACCOUNTABILITIES:

- Lead the Authority's communications and engagement work to ensure that all parts of the organisation 'communicate clearly and listen well' and the SDNPA is able to exert influence across the National Park.
- Develop and deliver the SDNPA's communications and engagement strategy to support the achievement of the SDNPA's Purposes and Duty with extensive communication with external partners.
- Influence and negotiate with the media, external customers, partners and stakeholders so that the SDNPA is able to develop and implement strategic plans and programmes.
- Lead the programme of internal communications in conjunction with members and senior managers.
- Lead and motivate direct reports to ensure the delivery of an effective, efficient and responsive external relations service.
- Define and develop the Authority's brand to ensure that it supports the Purposes and Duty of the Authority.
- Advise and support the Chair and Members of the Authority, and the Chief Executive and Directors on crisis media management, communications and engagement.
- Advise on developments relating to the SDNPA's reputation and on trends, risks and opportunities in communications.
- Develop positive relations with national and regional media.
- Design and develop systems and processes to ensure the delivery of effective communications, engagement and influence
- Ensure the SDNPA has the policies, skills and capacity to deliver innovative and effective communications, engagement and influence.
- This is a politically restricted post as defined by the Local Government and Housing Act 1989.
- Other duties requested by the Authority, in line with the grading of this post.

CORPORATE RESPONSIBILITIES

Maintain awareness of and compliance with the ethical, legal and policy framework within which the organisation operates including, but not limited to:

- Authority Purposes and Duty
- Performance Development Review Scheme
- National Park Circular 2010 and any subsequent updates
- Data Protection Act
- Freedom of Information Act
- Officers Code of Conduct
- Member/Officer Protocol
- Health and Safety Policies and Procedures
- Equality and Diversity Policy
- Information Technology User Policy
- Information Security Policy
- All policies/procedures and guidance related to the designated role