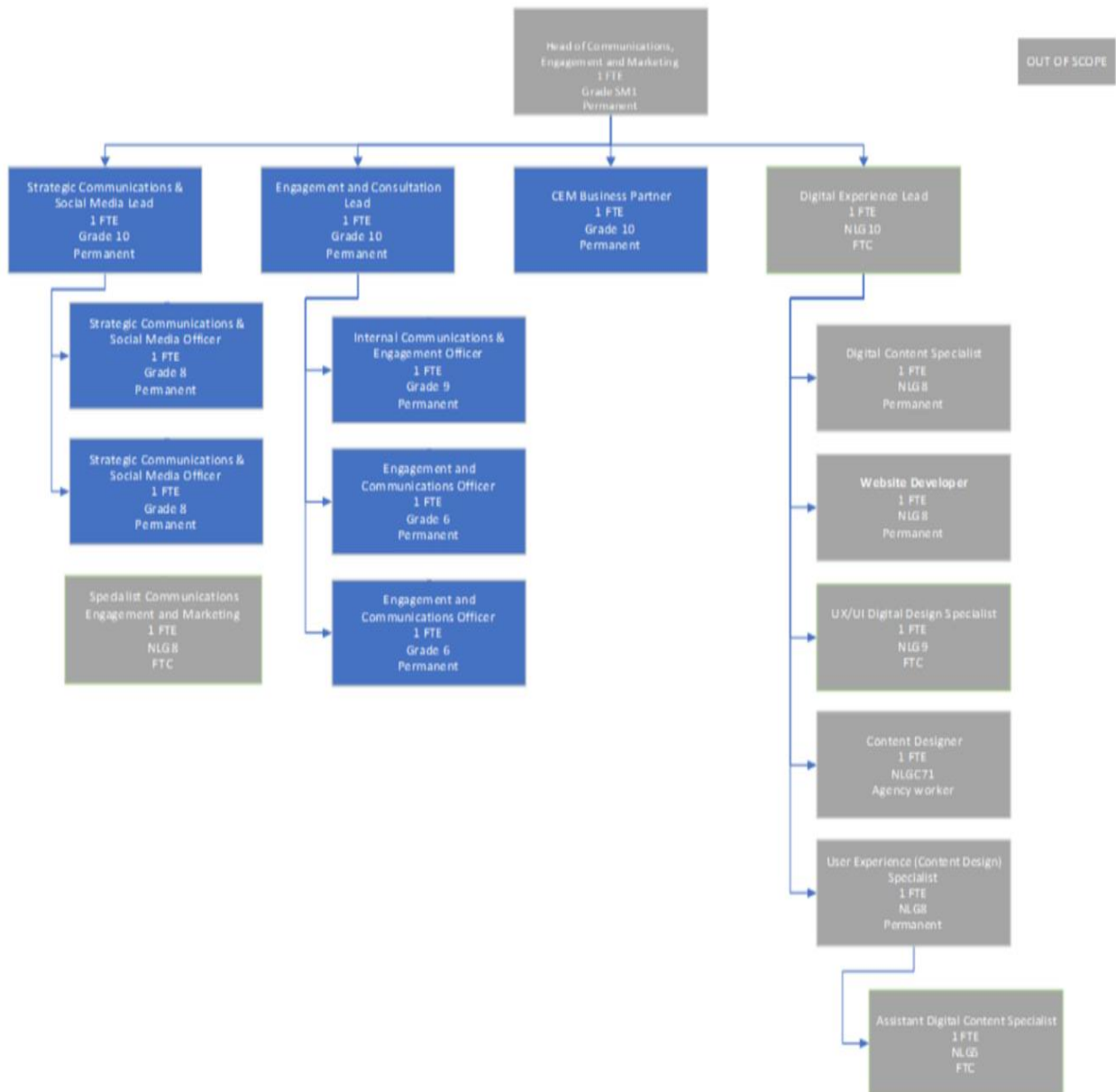
 WOKINGHAM BOROUGH COUNCIL	Job Description		Job Reference
Job Title	Communications, Engagement and Marketing Business Partner		
Service	Chief Executive Office	Team	CEM
Location	Shute End / Hybrid		
Reports to	Head of CEM		
Responsible for	N/A		
Grade 10	Type of position:		Date
G10	Permanent Full time		January 2025
<p>This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.</p>			
<u>Service Purpose</u>			
<p>To design and implement CEM strategies that support the delivery of Council priorities.</p> <p>To act as experts in giving advice and guidance in multi-channel CEM methodology.</p> <p>To keep residents informed of WBC activities and decisions and to enhance the council’s reputation through clear and accurate communications.</p> <p>To ensure staff receive the corporate information they need to do their jobs</p> <p>To support council teams to engage and consult with residents and stakeholders</p>			
<u>Purpose of the role</u>			
<p>Manage CEM’s relationship with directorate leadership teams (DLT) to ensure their future CEM needs (including website development) are understood and included in forward plans aligned to the Council’s priorities, resources and capabilities.</p> <p>Oversee CEM forward plan in liaison with senior CEM team.</p> <p>Ensure regular (BAU) communication requests from services and media enquiries are allocated and appropriately in order to support focus on strategic priorities, strategic campaigns and engagement.</p>			

<u>Main Accountabilities</u>	
1	Develop strong relationship with assistant directors and directorate leadership team to build mutual understanding of communication and engagement needs and opportunities – including support for demand management initiatives
2	Work with Head of CEM, the Strategic Priorities & Social Media Lead, Engagement & Consultation Lead and Digital Improvement Lead to develop and maintain comprehensive CEM and website forward plans in line with corporate priorities
3	Work with Head of CEM, the Strategic Communications & Social Media Lead, Engagement & Consultation Lead and Digital Improvement Lead to develop and maintain reporting mechanism for CEM activity that provides directorate leadership teams with the information they require on CEM performance and impact
4	To manage the operational workflow for CEM including monitoring of email inbox and the prioritisation and allocation of communication requests
5	Contribute to CEM leadership to support delivery of the Council’s priorities, major corporate and community projects.
6	To support WBC response to major incidents
7	Support development of a council brand and champion its adoption across WBC.
8	To support the head of CEM to set priorities for the team
9	To deputise for the Head of CEM as required.
10	To develop a business partnership model for CEM through close liaison with leadership teams across WBC
11	To deliver regular BAU communications when required
Supervision Received	Reports to the Head of Communications, Engagement and Marketing
Supervision Given	N/A
Contacts & Working Relationships	<ul style="list-style-type: none"> Colleagues, at all levels Councillors The media Towns and Parish Councils Customers/Residents/Communities Voluntary Sector

	Local Authorities Businesses Statutory partners
Management of resources or budget	N/A
Special Factors	Ability to travel to a variety of locations across the borough, attendance at some weekend and evening meetings is required.

Organisation Chart



Person Specification		
Qualifications	Essential	Desirable
Degree-level, equivalent relevant professional qualifications or expertise	X	
Evidence of continuous personal and professional development		X
Technical Skills.	Essential	Desirable
Excellent IT skills including office software such as Microsoft Word, Outlook, PowerPoint and Excel	X	
Ability to work collaboratively across teams to negotiate and influence internal and external contacts at all levels.	X	
Excellent people skills with experience building strong, trusted relationships with senior colleagues and partners	X	
Proven strategic communication or engagement skills	X	
Knowledge	Essential	Desirable
Knowledge and understanding of what makes an effective communications or engagement forward plan	X	
An understanding of large, complex or political organisations		X

Understanding of behaviour change communications that deliver tangible results		X
Experience	Essential	Desirable
Experience of building successful business partners with senior leaders		X
Experience of managing multi-channel communications, engagement or marketing forward plans for large organisation	X	
Experience of managing crisis communications		X
Completed by:	David Allen	Date: November 2024