DRAFT - Role and responsibilities

|  |
| --- |
| Identity |

|  |  |
| --- | --- |
| **Position title** | Southend Communications Manager |
| **Person** | TBC |
| **Date** | October 2024 |
| **Line Manager title** | Regional communications manager |
| **Line Manager name** | Will Hamill  |

|  |
| --- |
| Purpose |

|  |  |
| --- | --- |
| **Why** | SUEZ has been awarded a contract by Southend City Council to deliver recycling, waste, and street cleansing services.The purpose of the FTC Southend Communications Manager role is to fulfil SUEZ's contractual obligations in the mobilisation phase of the contract and subsequent roll out of a new collection service, developing and delivering a communications strategy and a stakeholder engagement and education plans. The role is part of SUEZ's communications team and also the contract team, reporting to the regional communications manager with a dotted line into the contract manager. The role involves liaising with the client on a regular basis as well as politicians from all tiers of government. The position holder will be expected to proactively build relationships with key stakeholders to facilitate communications and to build a positive climate within which to operate.To do this, the role needs to have an understanding of public affairs and local politics. A key component of the role going forward will be to develop and deliver the aforementioned strategy and plan, which is signed off by the client and head of external communications with input from the contract manager.The role will have responsibility and accountability for delivering this strategy and will be expected to agree, with the client, and contract manager, objective, best-practice, measurement criteria. The Communications Manager will also be expected to contribute to the overall contract strategy and delivery as a member of the contract's management team.  |
| **Within** | The Communications Manager is solely responsible for delivery of the communications strategy and stakeholder engagement and education plan associated with the contract.  |
| **According to** | Press protocols and procedures as set by the SUEZ group. |

|  |
| --- |
| Dimensions |

|  |  |
| --- | --- |
| **Financial** | **Non-financial** |
| Revenue | N/A | Employees | None |
| Capex | N/A | H&S responsibility | As per company policy  |
| Operating profit | N/A | Communication | See 'purpose' section |
| EBITDA (ex central overhead) | N/A | Training and development | N/A |

|  |
| --- |
| Ideal candidate experience |

The role therefore requires the following abilities:

- To think strategically and manage the production and delivery of a Communications strategy and Stakeholder engagement and education plan which meet the requirements of the contract, client and stakeholders

- To understand and implement effective issues management on challenging issues with, sometimes, hostile stakeholders

- To identify and capitalise on media and communications opportunities across all mediums within Southend, while developing strong relationships with key media

- Exceptional writing skills and ability to write clear, concise and engaging copy for a wide range of audiences and for a wide range of purposes - both internal and external

- Technical know-how in, and current knowledge of, behaviour change techniques and education initiatives

- Experience of managing third-party creative services suppliers, such as photographers, videographers and graphic artists

- Commitment to continual professional development and an understanding of communications best-practice

Ideally the candidate should have solid Public Relations knowledge, having worked either in-house for a similar organisation or in the public sector. They should ideally hold a relevant degree and be able to demonstrate past professional development activities.

|  |
| --- |
| Area one - Strategy |

|  |  |
| --- | --- |
| **Details** | **Delivery measure** |
| * Develop and execute the Communications strategy and Stakeholder engagement and education plan
* Offer professional communications advice to the client and other members of the contract senior management team
* Deliver the strategy at a tactical level, with support from the waste education officer and wider communications team as required
* Devise and implement appropriate objective measurement for strategy outputs in consultation with the client
* Develop the strategy in consultation with the Contract manager, Client and regional communications manager
 | Delivery of objectives set in the strategy documents in accordance with identified objective measures. |
| In order to | Meet the contractual obligations between SUEZ and Southend City Council and ensure that all communications needs are expertly met. Identify areas to add value through communications.  |

|  |
| --- |
| Area two - Customer (internal) |

|  |  |
| --- | --- |
| **Details** | **Delivery measure** |
| * To work collaboratively with the contract senior management team
* Assisting and advising the Contract Manager in respect of communications issues
* Managing internal communications, particularly in respect of involvement, engagement and change management
* Work alongside the Senior Internal Communications Manager to deliver internal engagement programmes as applicable to the contract
* Ensure that all employees and contract collateral adequately reflects the SUEZ brand positioning and guidelines
 | Internal stakeholder feedbackDelivery of communications activities against strategy   |
| In order to | Ensure appropriate communications support is given to all members of staff associated with the contract  |

|  |
| --- |
| Area three - Customer (external) |

|  |  |
| --- | --- |
| **Details** | **Delivery measure** |
| * Provide expert advice to Southend City Council in respect of communications issues
* Devise and deliver a comprehensive communications strategy and stakeholder engagement and education plan which meets all contractual obligations for communications and enhances the reputation of both parties.
* Manage external communication issues (including media enquiries) arising from or involving the contract in a professional manner, with the assistance of the regional communications manager where required.
* Manage external events, including liaison groups, roadshows, and outreach relating to the contract - being the public "face" of both parties as required.
* Implement and advise on digital communications, including e-newsletters, digital marketing and day-to-day management of all applicable social media accounts.
 | Appropriate objective measures for external campaigns as determined by the strategy - either qualitative or quantitative Feedback scores from external eventsMedia coverage review and scoring against key metrics  |
| In order to | Fulfil the communications requirements of the contract and enhance the reputation of both SUEZ and Southend City Council |

|  |
| --- |
| Area four - Company ambassador |

|  |  |
| --- | --- |
| **Details** | **Delivery measure** |
| * Ensure any brand messaging, positioning and imagery is appropriate and consistent across all communications collateral within Southend.
* Act as a knowledgeable and credible spokesperson for the company as and when necessary - promoting the brand values and messaging
* Be an expert in the Southend contract and the services, operations and technology we employ
 | Media monitoring analysis and as defined within the strategy and agreed with regional communications manager  |
| In order to | maintain the integrity of the SUEZ brand and reinforce brand messaging |

|  |
| --- |
| Area five - People  |

|  |  |
| --- | --- |
| **Details** | **Delivery measure** |
| * To manage the delivery of work and quality control for all external communications suppliers employed within the contract
* Review and constructively critique spokesperson performance
 | Annual PDD review |
| In order to | Ensure that any external agencies deliver value for money and adhere to the SUEZ values and develop excellent spokespeople to tell the SUEZ story  |

|  |
| --- |
| Area six - Communication |

|  |  |
| --- | --- |
| **Details** | **Delivery measure** |
| - Report media coverage analytics to client and contract management team - Keep the client informed of national communications initiatives undertaken by SUEZ - such as CEO interviews or thought leadership reports- Debrief operational staff in respect of sensitive issues associated with the contract so as to prepare appropriate communications strategies  |  |
| In order to | Ensure that issues are properly managed and all stakeholders are well briefed |

|  |
| --- |
| Please note |

1. In line with our Values and Ethics Charter, the job holder is expected to:

Act in an honest, responsible and respectful manner to others.

Be responsible for their own professional conduct.

Comply everywhere and in all circumstances with the laws and regulations connected with their activities.

Comply with our obligations to other parties such as shareholders, associates, clients, suppliers and the community.

Ensure the health, safety and wellbeing of employees, customers and other personnel at all times.

1. The content of this job description reflects the main duties and responsibilities of the job and are not intended to form part of the contract of employment. SUEZ may revise the content of the role and responsibilities at its discretion.