

CITY OF BRADFORD METROPOLITAN DISTRICT COUNCIL JOB PROFILE

DEPARTMENT: Chief Exec	SERVICE GROUP: WYPF
POST TITLE: Marketing and Communication Manager	REPORTS TO: Head of Communications
GRADE: P01/P02	SAP POSITION NUMBER :

The following information is furnished to help Council staff and those people considering joining the City of Bradford Metropolitan District Council to understand and appreciate the general work content of their post and the role they are to play in the organisation. The duties and responsibilities highlighted in this Job Profile are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the grade has been established on this basis. For posts where employees speak directly to members of the Public the post holder is required to demonstrate their ability to speak fluently in English.

As a candidate you will be expected to demonstrate your ability to meet the special knowledge, experience and qualifications required for the role by providing evidence in the application form for the purpose of shortlisting. Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column of this section.

The employee competencies are the minimum standard of behaviour expected by the Council of all its employees and the management competencies outlined are those relevant for a post operating at this level within our organisation.

Both sets of competencies will be used at interview stage and will not be used for short listing purposes. **Please see the separate guidance information on how to complete the form located on Bradnet.**

Key Purpose of Post:

1. Lead development of WYPF's brand image and be responsible for maintaining the brand's integrity at all times, across major multi-client public sector pension funds and client environments.
2. Be responsible for the development and implementation of marketing strategies for WYPF and to make a significant contribution to the fund's communication strategy.
3. Lead the design, production and/or development of WYPF communication material, administration forms and the fund's website ensuring that plain English standards are maintained and enhanced throughout the business.

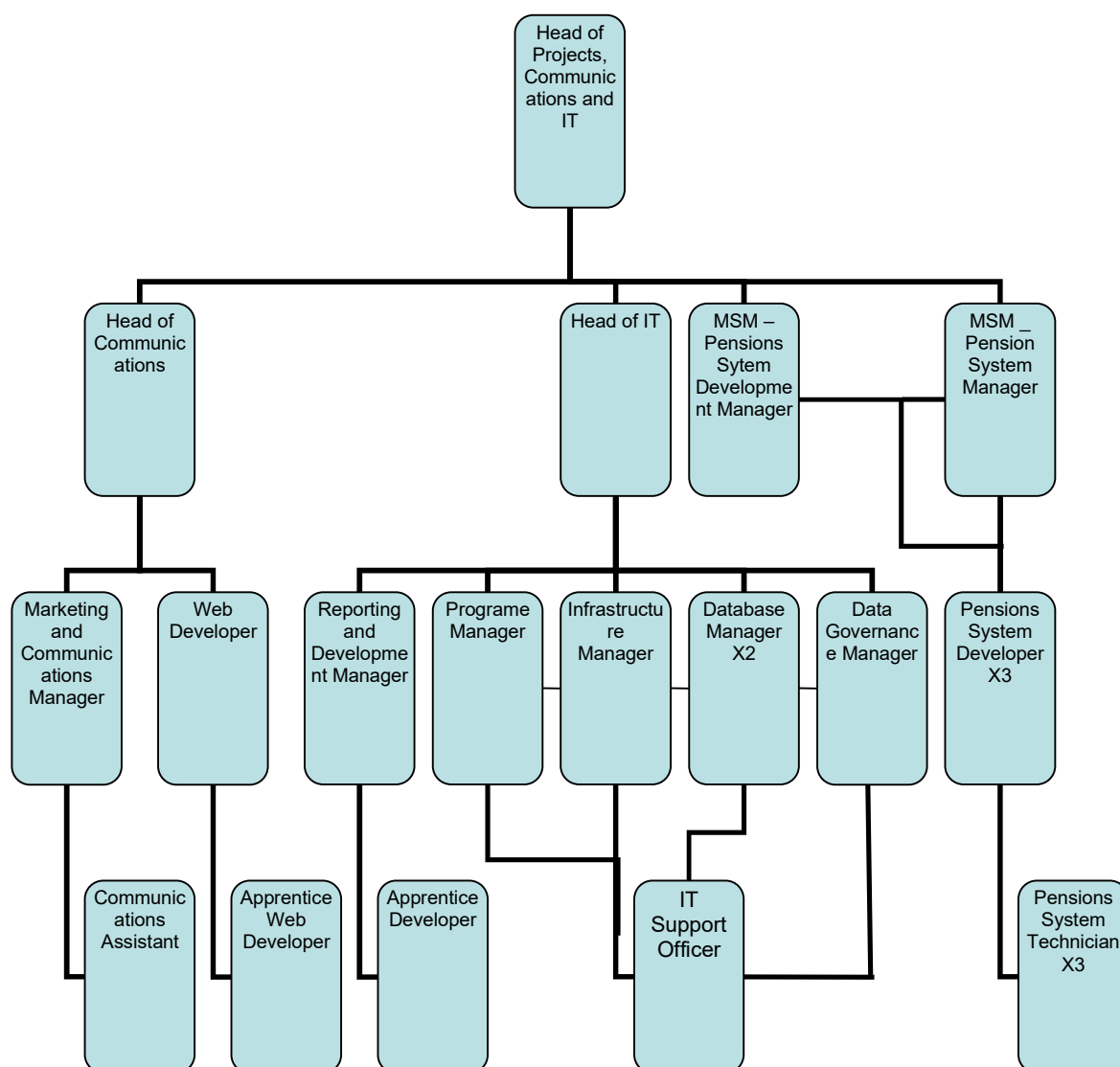
Main Responsibilities of Post:

1. Work with senior managers to ensure that information produced for potential, active, deferred and pensioner members complies with the requirements of the local government and firefighters' pension scheme regulations, disclosure legislation and any applicable overriding legislation.
2. Devise, develop and continually review a communications strategy for WYPF with the aim of promoting a greater understanding of the local government and firefighters' pension schemes for potential members, active members, deferred members, pensioner members and employers while ensuring that WYPF's commitment to the use of plain English is developed and strengthened.
3. Advise the Head of Communications on the formulation of policy on the development of communications and communication methods within the local government and firefighters' pension schemes and the wider pensions environment. Deputise for the Head of Communications and attend meetings as required by the business.
4. Contribute to the development and continual review of a marketing strategy for WYPF, while seeking and negotiating rates for external advertising in bulk mailings that maximise income for WYPF from advertisers, service providers and customers.
5. Advise on and continually monitor the development, content and design of the fund's website and online services.
6. Assist in devising customer satisfaction surveys for members and employers and verifying the effectiveness of WYPF's marketing and communications strategies through the use of survey techniques.
7. Ensure that WYPF develops a co-ordinated approach to communications internally and with its clients, customers, agencies and service providers.
8. Prepare, contribute to and update quality assurance procedures appropriate to WYPF Marketing and Communications; receive quality audit reports and assist internal and external auditors; take the required corrective and preventative action within appropriate timescales.
9. Design, continually update and publish administration forms to ensure compliance with changing legislation and WYPF practice.
10. Write, design, and manage production of newsletters and other bulk communications in a cost-effective manner for potential, active, deferred and pensioner members.
11. Advise on the design of pension statements for active and deferred members of the Local Government Pension Scheme and Fire Pension Schemes. Advise and support Pension Fund Representatives with communications material for employer workshops, meetings and other projects and events as they arise.
12. Design, edit, manage and publish WYPF's annual Report and Accounts, WYPF's

range of booklets and leaflets, and such other communications as the Senior Management Team feel are necessary to explain and promote the LGPS, FPS, WYPF and its partners.

13. Liaise with Bradford Council Design and Print Services and other external service providers to ensure the bulk printing, production and despatch of communication materials is carried out within agreed times scales and to agreed specification.
14. Continuously research booklets, reports, websites, forms, newsletters etc. used by other pension funds, schemes, employers or other organisations to improve methods of pension scheme communication for WYPF.
15. To prepare and write detailed reports for the Head of Communications on both a regular and ad hoc basis.

Structure:



Special Knowledge Requirement: Essential for shortlisting.

Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column

	Essential
Due to the Governments Fluency in English Duty for posts where employees speak directly to members of the public the post holder is required to meet the Advanced Threshold level which will be implemented where the post requires a greater level of sensitive interaction with the public,(e.g. in children's centres) – where the person is able to demonstrate that they can during the interview: a) Can express themselves fluently and spontaneously , almost effortlessly b) Only the requirement to explain difficult concepts simply hinders a natural smooth flow of language	X
Carries out the working practices, procedures and basic operations across a specialist area or number of specialist areas	
Uses knowledge, safety and environmental policies , procedures and regulations, including risk in own area and/or other areas of work with particular knowledge of pension disclosure regulations and wider pension industry.	X
Uses a range of specialist ICT systems across own work area and or across other areas of work.	
Oversees or contributes to the management of the communication budget, keeping costs within agreed levels for the broader business	
Uses, interprets, analyses, communicates complex numerical information.	
Has full understanding of plain English standards and can apply this to complex legislation.	X
Uses professional <u>industry standard</u> design software such as <u>the Adobe Creative Cloud sSuite and video short thing</u> to a high level of competence as well as extensive knowledge of the Microsoft Office program.	X
Understands and applies marketing theories and techniques to develop the strategy and activities.	X
Has experience of managing and delivering marketing and production projects in a formal environment.	X

Relevant experience requirement: Essential for shortlisting

5 years experience of designing communications materials using modern technology, of which 2 years is at a senior level.

Experience of leading a marketing strategy.

Has worked in a project environment previously or has experience of delivering projects.

Can demonstrate that they have worked unsupervised using a high degree of initiative.
Extensive experience of writing and editing internal and public documents produced for all levels of the business
Relevant professional qualifications requirement: Essential for shortlisting
Diploma in plain English Educated to degree level or equivalent by holding a recognised professional design or marketing qualification or arts based degree.
Core Employee competencies at manager level to be used at the interview stage.
Carries Out Performance Management – covers the employees capacity to manage their workload and carry out a number of specific tasks accurately to a high standard.
Communicates Effectively - covers a range of spoken and written communication skills required as a regular feature of the job. It includes exchanging information/building relationships, giving advice and guidance, counselling, negotiating and persuading and handling private, confidential and sensitive information.
Carries Out Effective Decision Making - covers a range of thinking skills required for taking initiative and independent actions within the scope of the job. It includes planning and organising, self effectiveness and any requirements to quality check work.
Undertakes Structured Problem Solving Activity - covers a range of analytical skills required for gathering, collating and analysing the facts needed to solve problems. It includes creative and critical thinking, developing practical solutions, applying problem solving strategies and managing interpersonal relationships.
Operates with Dignity and Respect - covers treating everyone with respect and dignity, maintains impartiality/fairness with all people, is aware of the barriers people face.
Management Competencies: to be used at the interview stage.
Operates with Strategic Awareness Our managers work with corporate priorities and policies in a joined up way with others, internally and externally. Works democratically, transparently and accountably.
Practices Appropriate Leadership Our managers motivate their staff to exceed expectations through raising their awareness of goals and moving them beyond self interest for the sake of the team or service. They consider serving the District in all that they do.
Delivering Successful Performance Our managers monitor performance of services, teams & individuals against targets & celebrate great performance. They promote the District's vision & work to achieve Council's values & agreed outcomes.
Applying Project and Programme Management Our manager's work to ensure that outcomes and objectives are achieved within desired timescales, make best use of resources and take a positive approach to contingency planning.
Developing High Performing People and Teams Our managers coach individuals and teams to achieve their potential and take responsibility for continuous improvement. They champion the Council's values and goals.
Working Conditions:
You will outline here if the post holder must be able to work evenings, weekends and

Bank Holidays as required by the needs of the service. Must be able to perform all duties and tasks with reasonable adjustment, where appropriate, in accordance with the Equality Act 2010 in relation to Disability Provisions.

Special Conditions:

You will outline here if there is a requirement for the post to have recruitment checks such as DBS, Warner Process. None

Compiled by:

Grade Assessment

Post Grade: PO1/2

Date:
July 2020

Date: