COTSWOLD
District Council

Role Description and Employee Specification

Job Title:	Communications Manager	**Location:**	Cirencester
Department:	Communications	**Service:**	
Reports to:	Head of Communications	**Working Hours:**	37 hours per week
Salary:	£41,280	**Peer Group:**	PGI23 Corporate Support Specialist
Business World Post Number:	251043	**Job Group:**	Level 2 specialist
Contract Type:	Fixed term – two years	**Direct Reports:**	1 Communication officer

Overall purpose of the post:	The role is responsible for managing and coordinating strategic communications that promote the council's priorities, projects, and services, while protecting and enhancing its reputation. It involves managing stakeholder relationships, overseeing crisis communications, social media, media relations, and internal messaging, as well as guiding and working within a small team to deliver evidence-based, high-quality communications. The post ensures communications are aligned with corporate priorities, are efficient, and continuously improved through data-driven insights.
Key tasks and responsibilities:	**Account management and partnership working** • Co-ordinate the development and implementation of communication plans to promote the council's priorities, projects, policies, and services with residents and businesses. • Manage relationships with key stakeholders and partners to ensure effective engagement with the plans, including overseeing the development of regular feedback. • Coordinate opportunities to improve the customer journey by engaging with portfolio holders and members. **Crisis communications** • Work with the Head of Communications and other stakeholders to develop and continually manage a crisis comms plan for the Council and support in coordinating the team's response to a crisis. • Support the team to understand and apply best practice in crisis communication planning and response. • Coordinate messaging across channels to protect and enhance the council's reputation during critical situations. **Line management** • Manage a small team focused on delivering evidence-based communications aligned with council priorities. • Set clear objectives, monitor workflow, and ensure timely delivery of projects and business-as-usual tasks. • Promote a positive, empowered team culture that encourages innovation and professional development.

	• Support continuous improvement to ensure the team operates efficiently and effectively. **Social media management** • Working closely with communications officers, manage day-to-day delivery of the council's corporate social media channels. • Coordinate content planning and ensure compliance with brand and engagement standards to achieve KPIs that lead to positive engagement outcomes with residents. **Strategy development and execution** • Work with the Head of Communications to contribute towards the development and delivery of internal and external communications strategies. • Provide technical expertise to deliver effective communications that protect and enhance the council's reputation. **Reporting and analysis** • Coordinate the collection and analysis of communications and engagement data to support continuous improvement in communications. • Monitor emerging trends and incorporate best practice and innovation into communications planning. **Internal communications** • Support the development of internal communications in collaboration with senior HR colleagues and the Head of Communications, aligned with the Council's People and Culture strategy. • Coordinate messaging to ensure staff are informed, engaged, and aligned with organisational priorities. **Media relations** • Build and maintain strong relationships with local, regional, and national media outlets. • Coordinate media relations activity, advising senior leaders on strategic responses to press and broadcast media. • Support the development of proactive and reactive media strategies, including out-of-hours and crisis handling. **Project / campaign management** • Manage budgets effectively, ensuring resources are used efficiently and with a commercial mindset. • Coordinate the design and delivery of campaigns that align with strategic priorities, such as the Local Plan update. • Support the production of council publications, including residents' magazines and e-newsletters. **Local government reorganisation** • Contribute to effective internal and external comms around informing and engaging staff and stakeholders around this hugely significant change programme. • Work with Head of Communications and LGR Programme Lead for Communications, Engagement & Branding, as well as counterparts at other councils to ensure consistent, timely, and impactful communications on LGR **Brand management** • Support the application of narrative and design guidelines to ensure consistency and professionalism across all channels.

	• Coordinate brand compliance across digital and print communications.
Essential Requirements – Knowledge, Qualifications, Skills, Abilities and Experience:	**Skills & experience:** • Excellent written and verbal communication skills. • Strong stakeholder management and communication skills. • Proven ability to manage teams and coordinate complex projects. • Ability to analyse data and apply insights to improve performance • A qualification in your area of expertise, equivalent to a degree or relevant experience of five years • GCSE Maths and English or equivalent to grade C/4 or higher • Relevant experience, ideally within both the private and public sector • Strong understanding and experience of utilising the wider communications mix, including internal and external communications. • Competent with multimedia content development tools, such as Adobe, MS Office, Canva and similar • Experience of consulting and engaging with employees, stakeholders and partners • Experience in digital communications such as social media and email, event coordination and management and media relations • Strong project management and organisational skills • A passion for using communications to make a positive impact on communities. **Abilities** • Ability to develop and execute successful campaigns, across the communications and engagement spectrum. • Able to work collaboratively with employees, councillors and stakeholders across the full range of council interests. • Ability to influence, inspire and direct the team to successfully deliver high quality communications and marketing. • Operate with integrity and build trust.
Desirable Requirements Qualifications, Skills and Abilities:	• Experience in working with customers, partners and elected members in a political environment. • Recognised marketing and communications qualification. • Budget management experience. • • Ability to interpret relevant complex regulation, legislation and guidance.
General Accountabilities:	The post holder is responsible for maintaining a safe work environment and ensuring as far as reasonably practicable that safe working practices are adopted by employees within this work environment. Safeguarding – The Council is committed to meeting its statutory and moral duties to safeguard and promote the welfare of children, young people under 18 years of age and adults at risk who are the recipients of its services and/or activities. Work in compliance with the Codes of Conduct, Regulations and policies of the council. To support the response to a major incident, including taking up a designated role within the emergency management framework. To support the Chief Executive/Returning Officer in administering election responsibilities

Special Conditions:	You will be expected to work reasonable additional hours in line with the needs of the service. There may be a requirement to work at other locations to meet the needs of the business. Some out of hours working will be required. Full UK Driving Licence. Ability to travel / access to a vehicle for work purposes. Politically restricted postholders are restricted from canvassing on behalf of a political party or for a person who is, or seeks to be, a candidate for election to a local authority, the House of Commons, or the European Parliament. BPSS Check		
Date Reviewed:	06/03/2026	**Reviewed By:**	Helen Worledge
Checked by HRBP		**Date of Issue:**	March 2026