

Position Description

Manager Communications and Marketing (POS2605)

Directorate Department	Community and Lifestyle Communications and Marketing
Reports to	Director Community and Lifestyle
Position Grade	Manager
Employment Type	Permanent Full-time
Primary Location	Civic Place
Date Approved	December 2025

Our Culture

We believe in the future of Liverpool.

We're a connected team with a shared purpose, determined to get the best results on the things that matter most for our community and people. We live our culture with a mindset of "A better way – every day."

**WORKING
TOGETHER**



**COMMUNITY
FOCUS**



ACCOUNTABILITY



**GROWTH &
DEVELOPMENT**



INNOVATION



Intent and Primary Purpose of the Position/s

Liverpool City Council is rapidly undergoing a once-in-a-generation transformation as a growth council, and presently in a period of immense change and growth. The Liverpool Community Strategic Plan, *Our Home, Liverpool 2027*, provides a focus on working collaboratively with residents and stakeholders to ensure their present and future priorities and goals are realised.

Through a four-pronged strategic vision of *Creating Connection, Leading through Collaboration, Generating Opportunity and Strengthening and Protecting our Environment*. Council aims to deliver clear, engaging and ongoing communication to the local community, businesses, partners and staff on the various initiatives to deliver on these strategic objectives and importantly to create awareness of engagement with and advocacy for Liverpool.

The Manager is a key leadership position responsible for shaping how Liverpool City Council communicates, engages, and connects with its diverse community. This role leads the strategic planning and delivery of all corporate communications, marketing campaigns, digital content, and brand management activities, ensuring Council's key messages are effectively delivered and its reputation is upheld.

With a strong focus on public engagement, transparency, and storytelling, the position plays a vital role in promoting Council initiatives, managing reputation, and fostering community trust.

This role will lead the transformation of the Communications Team into a high-performing centre of excellence that operates strategically and efficiently across the organisation. It will ensure the effective delivery of internal and external communications that align with Council's values, priorities, and evolving community needs.

The Manager will develop and drive innovation and best practice models in communication, marketing, and brand strategies that support the achievement of Council's strategic objectives. This includes anticipating future needs, leveraging emerging trends and technologies, and delivering creative, targeted communications that strengthen Council's impact and public value.

Position Outcomes and Accountabilities	
Outcomes Delivered	Performance Standard
Lead the strategic direction, priorities, and delivery of all communications, marketing, and brand initiatives across Council, ensuring alignment with Council's strategic objectives and community priorities.	Success is measured through alignment with the Community Strategic Plan, stakeholder satisfaction, and delivery of initiatives on time and within budget.
Develop, implement, and evaluate a comprehensive communications and marketing business plan, including clear objectives, performance measures, resource planning, budget recommendations, project methodologies, and stakeholder engagement strategies.	Plans are implemented effectively, evaluated regularly, and adjusted based on performance metrics, stakeholder feedback, and emerging priorities. Demonstrates effective resource and risk management with evidence of value for money and impact.
Inspire, lead, and mentor a high-performing, cross-functional team of professionals across communications, marketing, branding, graphic design and digital (web, social, video), fostering a collaborative and innovative culture aligned with Council's values.	Team performance is demonstrated through delivery of quality outputs, innovation, low turnover, and high engagement.
Drive the development and execution of high-impact communications, marketing, media, and brand, strategies, campaigns, and initiatives that reflect best practice, creativity, and responsiveness to community needs.	Ensures campaigns meet agreed objectives, timelines, and budgets, and are evaluated for reach, impact, and effectiveness. Demonstrates adaptability and excellence in managing reputational risk, media engagement, and stakeholder responsiveness.

Position Outcomes and Accountabilities	
Outcomes Delivered	Performance Standard
Identify new strategies, initiatives, and innovative courses of action to foster a culture of continuous improvement to meet current and emerging challenges in a cost effective and sustainable manner, ensuring that Council is optimally leveraging opportunities and implementing best practice policies and procedures.	Ensures initiatives are cost-effective, sustainable, and benchmarked against best practice. Success is measured through the implementation of improved processes, measurable efficiencies, cost savings, and staff engagement in innovation efforts.
Build and maintain strong collaborative relationships with internal stakeholders, community partners, media outlets, and industry bodies to support Council initiatives and increase the impact of communication efforts	Demonstrates high levels of influence and collaboration, with relationship health reflected in stakeholder feedback, media engagement metrics, and successful joint initiatives or partnerships.
Lead, direct, and manage multiple complex, high-profile projects—across communications, service delivery, and strategic initiatives—that align with Council objectives and deliver measurable outcomes within scope, time, and budget.	Delivers measurable outcomes, such as increased community engagement, improved service delivery, and strategic alignment.
Ensure the communication methods to used to reach internal and external audiences (staff, community, businesses, investors and partners) continue to evolve in line with user behaviour and trends. Where possible Council will lead the way by adopting innovative approaches with a focus on the continued embracing of digital, video and emerging communication technologies.	Success is measured by reach, engagement metrics, user satisfaction, and the successful rollout of modernised communication tools and practices.
Represent Council at meetings for media, communications and public affairs matters.	Effectively represent Council at meetings, building positive stakeholder relationships, and ensuring all meeting outcomes are met.

Decision Making Authority and Responsibilities

Decision Making	As per the relevant delegations.
WHS Responsibilities	Promote a safe and healthy work environment by complying with all relevant WHS legislation, policies, and procedures.
Enterprise Risk Management Responsibilities	Identify and report risks associated with their work activities in accordance with Council policies and procedures.
Financial Delegation	As per the delegations.

Key Relationships	
Who	Why
Director Community and Lifestyle	Strategic direction and direct supervisor.
Chief Executive Officer	Strategic direction and approval.
Communications Team	Managing and directing the team in relation to required work
Public Affairs Lead	To ensure consistent approach towards Communications
Mayor and Councillors	As required for relevant campaigns.

Position Requirements

Qualifications, Knowledge, Skills and Experience

Essential:

- Degree qualifications in, communication, media, marketing, branding or equivalent and management experience, combined with extensive practical experience in the relevant areas to effectively plan, develop and control the activities of the Department
- Current Class C Driver's Licence
- Demonstrated and extensive experience driving Communications, Marketing and Brand strategies, campaigns, activities and outcomes for public and/or private sector organisations.
- Proven experience developing and delivering integrated communication strategies and campaigns across a range of channels, including digital platforms (social media, web, video, mobile, apps) and traditional media (TV, print, radio), ideally within government, major media organisations, or leading brands. Demonstrated management experience in providing leadership and strategic direction to a large, multi-disciplinary team to enable the successful delivery of the strategic objectives of the organisation and the Department.
- Demonstrated experience leading marketing, brand, and internal communications initiatives within a complex, high-profile organisation, with a strong understanding of navigating politically sensitive environments and aligning messaging with organisational objectives. Proven ability to design, execute and evaluate innovative, audience-focused communication solutions across diverse media channels, including digital, social, and emerging platforms.
- Demonstrated experience in the development and delivery of strategic organisational business plans, budgets, and generating innovative approaches to more effectively deploy resources in delivering solutions and services.
- Demonstrated experience in working with the CEO and Executive Leadership Team, managers, employees and other high-level stakeholders to initiate and manage complex projects or resolve high priority often sensitive and complex political, matters, by leveraging advanced problem solving and decision-making ability, to seek completion or resolution.
- Extensive experience leading integrated communication and marketing functions to deliver strategic initiatives that drive engagement, achieve organisational goals, and enhance brand performance. Strong ability to influence, negotiate, and resolve issues with stakeholders at all levels through exceptional interpersonal and communication skills.

Desirable (if applicable):

- Relevant post graduate qualification

Signature

By signing below, I understand the contents and expectations of this position description.

Name

Signature

Date

Capabilities for the position

The capability framework outlines the capabilities needed by everyone to work well and be effective in their position. They are expressed as behaviours to provide clarity and a common language to describing the skills and abilities to perform a position at Council.

Core Capabilities <i>Applicable to all positions</i>	Description
Developing Self	Seeks growth opportunities, embraces feedback, and enhances skills and knowledge.
Being Accountable	Takes ownership of actions, delivers on commitments, and ensures transparency and responsibility.
Acting with Integrity	Behaves ethically, upholds values, and acts in the best interest of the organisation and community.
Communicating Effectively	Expresses ideas clearly, listens actively, and tailors communication to the audience's needs.
Working Collaboratively	Works well with others, builds teamwork, and fosters a supportive environment.
Having Resilience	Bounces back from adversity, maintains positivity, and performs effectively under pressure.
Focus Capabilities <i>Most important to be effective in position</i>	Description
Commercial Nous/Acumen	The ability to apply business insight, strategic thinking, and practical solutions for competitive advantage.
Using Data for Decision Making	Collects, analyses, and interprets data to ensure evidence-based, accurate, and effective decision-making.
Influencing and Negotiating	Communicates persuasively, uses negotiation skills, builds consensus, and resolves conflicts constructively.
Thinking Innovatively and Creatively	Encourages new ideas, fosters innovation, and seeks opportunities for creative problem-solving and improvement.
Building Relationships	Establishes positive relationships, builds trust, and fosters partnerships to achieve common goals.
Delivering Outcomes	Sets ambitious goals, measures progress and adapts strategies to ensure effective achievement of objectives.
Focusing on the Community	Provides high-quality service, seeks feedback, and anticipates community needs.
Using Technology and Building Digital Literacy	Adopts technology, enhances productivity, stays updated on advancements, and promotes digital literacy.
People Management Capabilities <i>Required for leadership positions</i>	Description
Inspiring Direction and Purpose	Provides clear vision, motivates others, aligns team efforts with objectives, encourages and empowers achievement.
Managing People	Guides team members, provides feedback, recognises efforts, develops talent, and fosters an inclusive culture.
Managing Reform and Change	Drives organisational change, aligns with goals, engages stakeholders, monitors progress, and adjusts strategies.
Optimising Outcomes	Analyses processes, identifies improvements, implements strategies for efficiency, and uses data for informed decisions.
Practising Sustainability	Implements sustainable practices, balances economic, social, environmental factors, and advocates long-term sustainability goals.
Valuing Diversity and Inclusion	Promotes an inclusive environment, respects diverse perspectives, and advocates for equity and inclusion.