

# **NEATH PORT TALBOT COUNTY BOROUGH COUNCIL**

## **PERSONNEL COMMITTEE**

4th July 2016

### **Report of the Head of Corporate Strategy and Democratic Services - Karen Jones**

#### **Matter for Decision**

#### **Wards Affected:**

All Wards

### **Creation of a temporary fixed term post within the Communications and Digital Services Team of the Corporate Strategy and Democratic Services Division**

#### **Purpose of the Report**

1. To seek Members' approval to establish a Communications Business Partner post, Grade 8, 37 hours per week, fixed term contract for 12 months within the Communications and Digital Services Team of the Corporate Strategy and Democratic Services Division.

#### **Executive Summary**

2. The Senior Communications and Marketing Advisor has been seconded to Swansea Bay City Region for 3 days per week to provide communications and marketing support. It is not possible to cover the City Region duties alongside the duties of the substantive post and consequently cover is required.

## Background

3. The Communications Team is made up of 4 full time FTE and 1 part time FTE members of staff. They ensure the reputation of the Council is maintained and provide communication and marketing support to the Council in the following ways:
  - a. Providing the corporate Media Desk
  - b. Responding to Media enquiries
  - c. Issuing proactive press releases
  - d. Issuing reactive press releases and statements
  - e. Delivering communication plans and strategies for the Corporate Priorities e.g. Forward Financial Plan, Vibrant and Viable Places, School Improvement Programme, Digital By Choice Programme etc.
  - f. Advising directorates on Media and Communication strategies
  - g. Monitoring and maintaining the Council's Social Media accounts and strategies

The Senior Communications and Marketing Advisor has responsibility for marketing activities across the whole of the Council but the post holder also provides specialist communications and marketing support to the Environment Directorate. The post holder has recently been seconded on a part time basis to the Swansea Bay City Region, contributing communications and marketing expertise to underpin the delivery of the Swansea Bay City Region Economic Regeneration Strategy. The Council is refunded the cost of her salary while she is undertaking duties attached to the secondment. It is not possible for the post holder to undertake the City Region duties alongside her substantive duties and consequently cover needs to be secured to ensure the Council's marketing activities can continue to be supported adequately, most particularly work to support the Council's regeneration programmes. Additionally, the postholder provides critical resilience for the wider communications and marketing team who are working at capacity.

## Proposal

It is proposed that a full time post at Grade 8 be created for a fixed period of twelve months. The grade 10 duties attached to the post will continue to be covered by the permanent postholder or by the Strategic Communications Officer in her absence. There is sufficient work to warrant a full time post at grade 8 following other changes in the wider corporate communications team. The post holder will report to the Senior Communications and Marketing Advisor for the duration of the appointment. The post has been graded at Grade 8 under the Council's Job Evaluation Scheme (ID 9481)

### **Financial Impact**

4. The cost of the fixed term post will be met from a combination of the income generated from the secondment of the Grade 10 Senior Communications and Marketing Adviser and savings created from a restructuring of the wider Communications and Marketing Team.

### **Equality Impact Assessment**

5. An Equality Impact Assessment (EIA) screening form has been completed and a full EIA is not required.

### **Workforce Impacts**

6. The proposal provides a development opportunity for another member of staff within the Council whilst also alleviating what would be an unmanageable workload on other members of the Communications and Marketing Team.

### **Legal Impacts**

7. The secondment and appointment activities subject of this report will be carried out in compliance with the relevant employment legislation and the Council's employment policies.

## **Risk Management**

8. If the changes were not to be made there would be a significant impact in delivering the Council's communication and marketing function. This would particularly affect the ability of the function to support regeneration and other visible services developments and activities, whilst also placing the core team at risk of being unable to secure critical business continuity.

## **Consultation**

9. There is no requirement under the Constitution for external consultation on this item.

## **Recommendations**

10. It is recommended that Members approve the establishment of a fixed term (one year) Communications Business Partner Post at Grade 8, 37 hours per week within the Communications and Digital Services Team of the Corporate Strategy and Democratic Services Department.

## **Implementation of Decision**

11. The establishment change is proposed for immediate implementation.

## **Appendices**

12. Appendix One - Financial Appraisal
13. Appendix Two - Structure Chart
14. Appendix Three - Equality Impact Assessment Screening Form ( To follow)

## **List of Background Papers**

15. None

## **Officer Contact**

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**Appendix One**

**FINANCIAL APPRAISAL**

**SET UP COSTS**

	Current Year	
	£	
Costs		
Recruitment Costs		
Accommodation Costs		
Office Costs		
Others		
Total Set Up Costs	<hr/>	-
	<hr/>	
Funding of Set Up Costs		
Revenue Budget		
Reserves		
Special Grant		

Comments

Other (Specify)

Total Funding of Set Up Costs

-

## RECURRING COSTS

	Current Year	Next Year	Max in Full Year
	£	£	£
Costs			
Employee Costs (Financial Appraisal Statement)			
> Starting Salary	Aug 16 – Mar 17	Apr 17 – July 17	
> Additional cost at Maximum Salary	£24,420	£12,210	
Accommodation Running Costs			
IT Annual Costs			
Other Running Costs (specify)	-		
Total Recurring Costs	£24,420	£12,210	

Funding of Recurring Costs

External Sources

Specific Grant:

- staffing cost

- other

Funding from External Agencies

Service Level Agreement

Other (specify)

Internal Sources

HRA

Existing Budget Allocation	£24,420	£12,210	
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Additional Guideline Allocation

Other (specify)

Total Funds Available	£24,420	£12,210	
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Appendix 2 – Staffing Structure 2016/17

Communications and Digital Services 2016/17

