

REPORT OF THE LEADER OF THE COUNCIL

COMMUNICATIONS AND MARKETING STRUCTURE

Purpose of the Report

1. To seek approval for the Communications and Marketing staffing structure (Appendix A) that has been revised to deliver the new strategy.

Information and Advice

2. The Communications and Marketing strategy 2012-14 was approved by Policy Committee on September 12, 2012.
3. The key features of the strategy included the need to:
 - Improve satisfaction with the Council through improved information provision
 - Make savings and generate income (whether directly or by supporting services)
 - Continue to develop communications channels (in particular social media)
 - Encourage channel shift to more cost-effective, convenient and efficient online transactions
4. Policy Committee also approved a change to Translation and Interpretation from a direct delivery model to one that is delivered as a shared service with Nottingham City Council.

Staffing structure

5. The staffing structure of communications and marketing was reviewed to see if it was best placed to deliver the approved strategy. As a result of this review, a number of changes have been proposed to the structure (Appendix A).
6. The overall number of FTE posts would reduce from 53 down to 50 with the cost of the structure expected to remain broadly neutral although final grades have yet to be confirmed with the Job Evaluation team
7. Changes to the structure can be seen by comparing the existing structure (Appendix A1) with the proposed structure (Appendix A2).
8. The main proposed changes to the structure can be summarised as follows:

- Create increased senior digital capacity to allow greater focus on channel shift and the development of improved communication channels for schools and internal communication.
 - Greater ability to focus on income generation and savings through the creation of an additional Senior Marketing Officer post.
 - Increased flexibility of assistants through the creation of Communications Assistants. These four posts would be expected to work across both digital and marketing/events.
 - One new Communications Officer post to ease workload pressures. The role would predominantly work on the production of content for publications.
 - Recognising the different skill sets of those working in the print room by creating Print Room Officer posts and print Room Technicians.
9. To balance the structure, it is proposed that the following posts are deleted: Senior Graphics Officer x1, Digital Assistants x4, Marketing and Events Assistants x2, Marketing Officer x 1, Admin Assistant x1 (print), Admin Officer x1, Print Room Technician x 5. Many of these posts are being replaced by new posts in the structure.
10. The Translation and Interpretation Officer x1 and Translation Assistant x1. posts are not shown in the revised structure as they are subject to discussions with Nottingham City Council, to agree a shared service arrangement (approved by Policy Committee on 12 September) to deliver translation and interpretation services.
11. Standard procedures will be followed in order to minimise the impact on employees. A number of the posts in the structure are currently vacant.

Reason/s for Recommendation/s

12. To improve the ability of the Communications and Marketing to deliver the approved strategy and its associated targets by 2014.

Other Options Considered

13. Communications and marketing staff were consulted with as part of the development of the strategy and associated staffing structure. This resulted in a number of changes to the proposal.

Statutory and Policy Implications

14. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

It is recommended that Policy Committee:

- 1) Approves the revised Communications and Marketing team structure

Councillor Kay Cutts
The Leader of Nottinghamshire County Council

For any enquiries about this report please contact: Martin Done.

Financial Comments (MB 05/10/12)

The cost of the revised structure, subject to job evaluation, will be met from the budget for Communications and Marketing, which is £2.367m in 2012/13.

Constitutional Comments (SLB 04/10/2012)

Policy Committee is the appropriate body to consider the content of the report; it is responsible for the Council's communications policy and its implementation. The Committee can authorise changes to staffing structure, subject to Human Resources comments and consultation with the recognised trade unions.

Human Resources Implications (CG 8/10/12)

The revised structure for Communications and Marketing complies with the county council's Organisation Design principles. Consultation with the Communications and Marketing team has been ongoing since June and various tools including face to face discussion and the use of the Communications Loop have been used to ensure the fullest engagement with the process. A meeting with the recognised trade unions took place as part of the PPCS JCNP on 13th June 2012 and further updates have been provided on a regular basis since then.

Any appointments into the structure would follow the councils agreed enabling procedure and any displaced employees would be treated in accordance with the Council's redundancy and redeployment policy

Background Papers

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- The Communications and Marketing Strategy (September 2012)
- Corporate Identity Policy (January 2012)
- Advertising and Sponsorship Policy (July 2012)

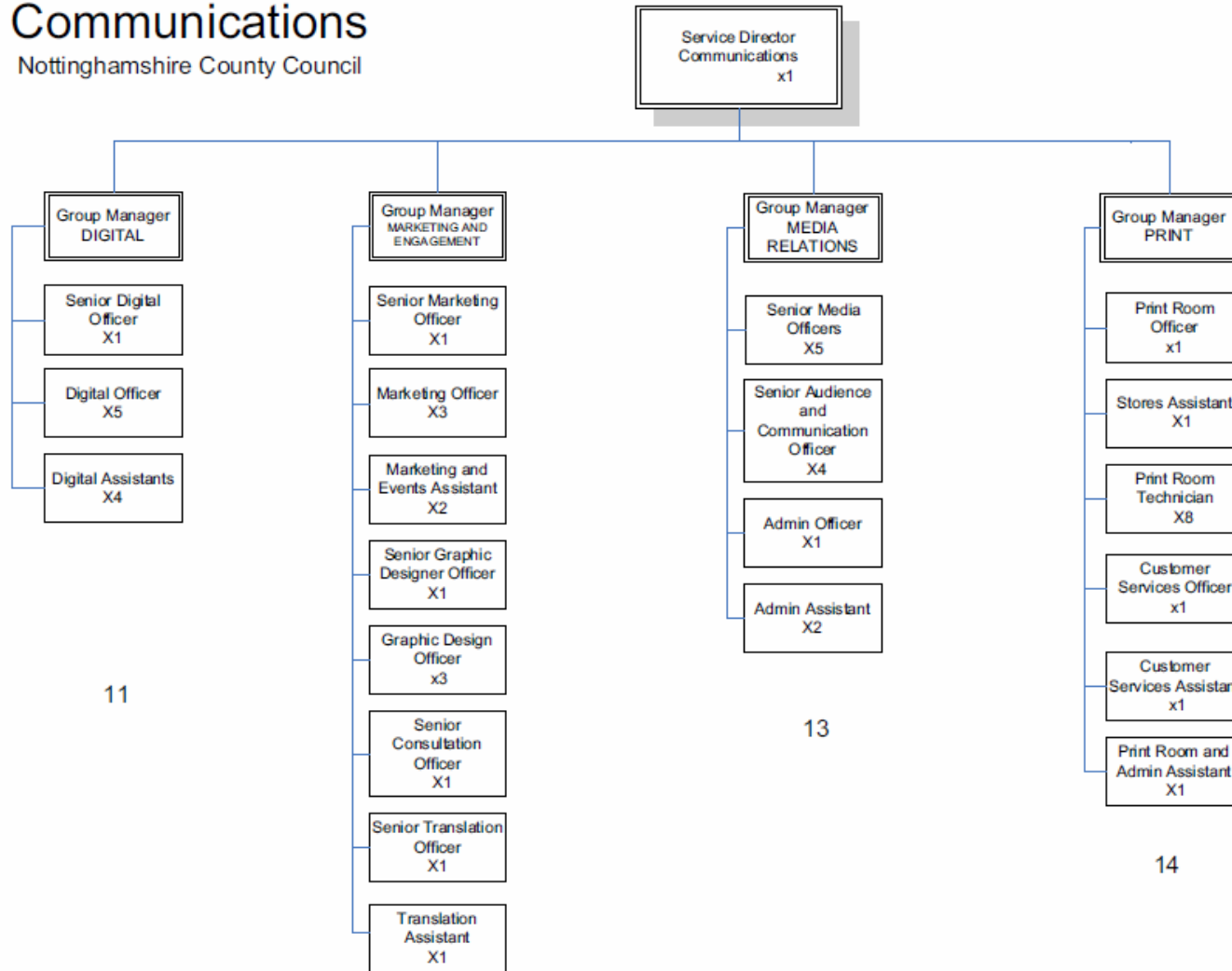
Electoral Division(s) and Member(s) Affected

All

APPENDIX A1: Current Structure

Communications

Nottinghamshire County Council



Total posts = 53 (inc. Director)

APPENDIX A2: Proposed Structure

Communications and Marketing Nottinghamshire County Council

