

REPORT OF LEADER OF THE COUNCIL**ESTABLISHING A SENIOR ACCOUNT OFFICER (COMMUNICATIONS AND MARKETING) TO WORK WITH PUBLIC HEALTH****Purpose of the Report**

1. The purpose of the report is to seek approval to establish an additional Senior Account Officer post within the Communications and Marketing Department. The additional post will provide capacity within the team to lead and co-ordinate Public Health Communications on behalf of the County Council. The post will be funded by Public Health.

Information and Advice

2. Public Health becomes of statutory function of the County Council from April 2013.
3. Although over seventy members of staff from Public Health will transfer from the NHS to the Local Authority they do not include any communications professionals.
4. In order to ensure that Public Health can continue to effectively communicate with Nottinghamshire residents about a variety of important health issues, but fit in with the Council's existing Communications and Marketing structure and strategy it is proposed to establish this new post.
5. The role of Senior Account Officer already exists within the Authority, with each service department having a dedicated Senior Practitioner who is their primary contact, attending key meetings and taking a lead role in shaping and co-ordinating their communications and marketing activity to achieve measurable outcomes.
6. Senior Account Officers act as a first point of contact for service departments and work closely with officers in media relations, digital communications, marketing, design and print to deliver co-ordinated and audience focussed activity on behalf of all council services departments.

Reason for Recommendation

7. To ensure the Council have sufficient resource to support Public Health communications, in line with other Council departments, and ensure effective communications with Nottinghamshire residents.

RECOMMENDATION

- 1) That Policy Committee approve the establishment of a Senior Account Officer at Hay Band C, funded by Public Health.

Councillor Kay Cutts
Leader of the Council

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Statutory and Policy Implications

8. This report has been compiled after consideration of implications in respect of finance, the public sector equality duty, 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.

Constitutional Comments (NAB 22.01.13)

9. Policy Committee has authority to approve the recommendation set out in this report by virtue of its terms of reference.

Financial Implications (RWK 24/01/2013)

10. The estimated costs of establishing an additional post of Senior Account Officer are set out below:-

2012/13	2013/14
£	£
3,900	47,000

11. These additional costs in 2012/13 will be met from the financial resources available to the public health service through the health service and in 2013/14 through a ring fenced grant to be paid to local authorities following the transfer of responsibility for public health services from the health service to local government.

Human Resources Implications

12. Recruitment to this post will follow standard County Council recruitment procedures.

Background Papers Available for Inspection

Nil

Electoral Division(s) and Member(s) Affected

All