

Communication & Marketing Team Standards

Service Overview

The role of the Communications & Marketing Team is to provide a professional internal and external communications & marketing service for the borough council. The team keeps stakeholders informed and takes the lead in promoting the borough as a high quality location to live, work and visit. The team strives to protect and enhance the council's reputation, shining a light on the high quality services we deliver.

The services provided by the communications & marketing team include but are not limited to the following tasks:

- Responsible for the delivery of the council's overall communications and marketing strategy
- Media liaison and press releases
- Manage the council's social media channels
- Maintain the council's website on behalf of its service teams
- Internal communication with all staff
- Work with partner organisations to ensure key message are disseminated to stakeholders
- Ensure councillors are well informed of council business
- Support services to deliver campaigns to stakeholders through communication channels.

Our Customers Promise

We will:

- Be professional and treat all customers fairly
- Deliver the service within an appropriate timescale
- Ensure our staff are knowledgeable
- Ensure all our staff are trained in Customer Care
- Ensure our staff are polite and friendly
- Ask our customers for feedback
- Use this feedback to help shape the services we deliver.

Our Customer Groups

The team works with a huge number of customer groups and stakeholders including but not limited to:

- Staff
- Councillors
- Senior Leadership Team
- Residents
- Tenants
- Partner organisations
- Other local authorities
- Businesses
- Residents
- The media
- Community groups.

Our Partners

We work in close partnership with the local media, other neighbouring local authorities, community groups and organisations such as the NHS to deliver key messages to all stakeholders.

Access

Customers can access our services in the following ways:

Email

By emailing officers directly or contacting communications@oadby-wigston.gov.uk

Telephone

Calling either of the following directly:

- Robert Helliwell (Communications & Marketing Manager) – 07500 974016
- Mollie Whiles (Communications Officer) – 07384 515698

Our Standards

When you	We will	Timescale/Target
Send us a media enquiry	Immediately agree a timeframe for the response and meet that deadline	Initial response within two hours of enquiry. Further response as agreed with journalist.
(staff) Need to communicate urgent key messages with customers	Immediately agree a timeframe for the response and meet that deadline	Initial response within two hours of enquiry. Further response as agreed with service/partner that has raised the work
(staff) Need to run a communication campaign or communicate non-urgent messages	Agree an appropriate timeframe with the requesting service that fits with competing priority	Initial response to request for work within three working days. Further response as agreed with service/partner that has raised the work.
Live or work in our Borough	Pro-actively and effectively communicate with you, using all available tools	Increase in monthly subscription signs ups for GovDelivery system