

Communicaton Strategy

CEO Recruitment May 2021

Introduction

Denbighshire County Council need to recruit a new Chief Executive Officer. The Communications, Marketing and Engagement team have been asked to produce a communications strategy to help The HR team to undertake this recruitment without the involvement of an external recruitment specialist. The strategy will cover the recruitment phase through to the appointment

Communications Objectives

- To attract the best candidates to apply for the position from the public sector across Wales and further afield
- To use new channels to enhance the reach of the communications activity
- To utilise existing professional networks that are available to DCC staff
- To utilise networks that are available to politicians
- To assure resident councilors and staff that the search for a CEO is being undertaken effectively
- To promote the outcome of the process.

Key messages and target audiences

Message	Audience
We are recruiting, explaining the benefits of working in Denbighshire	Existing CEOs in the public sector
We are recruiting explaining the benefits of working in Denbighshire	Existing directors in the public sector
This is the JD and key messages about the sort of CEO we need, we would like your input and this is how we will be promoting and managing the recruitment	Cabinet
This is the JD and key messages about the sort of CEO we need, we would like your input	Councillors
This is the JD and key messages about the sort of CEO we need, we would like your input	DCC middle managers
The recruitment process is starting and will be managed by our HR team. The time table for the recruitment is 1 st June – 31 July 2021.	DCC staff
We have recruited a new CEO including with background about the successful candidate, including welcome from the Leader and cabinet	Staff, Members, Regional MS and MPs, Residents
The new CEO my vision and leadership style	Staff, Members, Regional MS and MPs, Residents

Approach and Governance

The strategy covers pre and post appointment activity

- A new CEO recruitment microsite will be created based on the previous microsite used to recruit the previous CEO. This microsite will be updated to ensure compliance with the new accessibility standards.
- All promotional activity will direct potential applicants to a contact for an initial discussion.
- All promotional activity will direct potential applicants to the formal application process (TBA with HR)
- We will be using whatever network we have available to us and explicitly asking staff and members to share with their professional networks
- An agreement in advance with the potential candidates that they will be required to be photographed on appointment and that a press story will be required as soon as they are in a position to accept the post. This information could be provided as part of their application

Sign –off process proactive and reactive

Gary Williams and The leader will sign off all communications material relating to this recruitment exercise including the response to any media enquiries.

Mechanisms

All current media channels will be used as appropriate to deliver the key messages. New channels will also be introduced as they become available and assessed for their efficacy.

- **Social media** – Our corporate channels will promote the opportunity, including LinkedIn
- **Press media relations** - Initial press relations will announce the search for a new CEO
- **Website Pages** - A new microsite will be designed to give potential candidates information about the role, to encourage them to apply and to direct them as to how to do this Tagline “working together for the future of Denbighshire”
- **Advertising** -- National Publications Guardian/MJ etc. and Local Publications such as Daily Post, Golwg
- **Denbighshire Today/Linc/ Staff Facebook** - Articles will be issued throughout the process to keep staff aware of progress
- **Councillors** - Ask them to share links to the new microsite to their residents and through their political networks.
- **Direct Marketing** - we will engage with potential candidates through existing public sector online networks both generic and specific e.g. organisations for Directors of Education/ Social Services/ SOLACE etc. and staff networks private and public sector.
- **Denbighshire Forums and meetings** e.g PSB/ NWEAB/ DVSC
- **Welsh language networking** – promote through Menter Iaith, Urdd, Mudiad Meithrin, Cymraeg i Blant, Young Farmers, Coleg Cambria and Welsh for Adults.
- **Women in Business networking groups**
- **Common phrases to link social media to microsite**
- **County Voice** – An article about and authored by the new CEO (Edited by the Communications, Marketing and Engagement team and signed off by the leader)
- **CEO Blog** - An article about and authored by the new CEO (Edited by the Communications, Marketing and Engagement team and signed off by the leader)

Branding

All branding will comply with the DCC brand guidelines

Measurement

The success of the communications will be measured through: No of applicants

Costs

Costs of advertising in National newspapers and Local Government media

Equalities

We will ensure that our communications are as accessible, appropriate and as understandable as possible to all those with protected characteristics.

Welsh Language

In compliance with the Welsh Language Standards all of our communications activity will be completely bilingual and help to ensure that the Welsh language is treated no less favorably than the English language. We will support the ambition to be “sector leaders in the development of the Welsh Language in Wales” through the use of Welsh in our Communications

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