

9 Strategy and change

Functions delegated to the strategic director of strategy and change

1. To promote the work and strategies of the council, having regard to the code of recommended practice on local authority publicity
2. To issue statements to the media on behalf of the council
3. To publish and promote Council magazines, literature, and electronic media (including the council's intranet and internet sites)
4. To implement the Council's communication strategy
5. To generate income through marketing and sponsorship
6. To co-ordinate the Council's responsibilities under the corporate performance assessment regime
7. To co-ordinate the Council's work with its external strategic partners
8. To undertake and co-ordinate research and consultation
9. To develop and co-ordinate corporate policies
10. To support and facilitate the work of the Citizens Tribunal