

Job description

Job title: Communications Officer

Grade: Grade 8

Job evaluation reference: ED299

Job family: Media, Marketing & Design

Purpose and impact

The Communication & Engagement team is a centralised function responsible for:

1. Building and maintaining the council's reputation
2. Supporting achievement of the council's strategic objectives
3. Building the council's identity and engagement with employees, councillors, residents, partners and other stakeholders

This role is responsible for supporting with the delivery and evaluation a range of communication and marketing projects, campaigns and ongoing service delivery to support the council's objectives, e.g. resident satisfaction, service take-up, income generation, demand management, and behaviour change.

Deliver for clients against the brief and objectives agreed with the Communication & Engagement Business Partners..

Key responsibilities

1. Deliver and evaluate integrated communications campaigns that support the objectives of the council (as part of the council's annual communications plan). Ensure work is delivered to a high standard and meets agreed targets. Activity may include: media relations, digital marketing, public events and engagement, residents' magazine, design and print, copywriting and editing, internal communications, advertising and stakeholder management.
2. Develop and deliver engaging content - including photography, audio, video and online material - and ensure it is evaluated effectively as part of campaign delivery and is presented accurately, to a high standard, and in line with the Council's house style and brand guidelines.
3. Support with online and offline media activity, build relationships with all media and coordinate an effective response to all online and offline media enquiries.
4. Monitor and evaluate the success of communications and marketing activity, making recommendations for continuous improvements, and addressing any areas of concern promptly and effectively.
5. Contribute to the Council's communications forward planning process
6. Comply with all decisions and policies of the Council and any relevant statutory requirements including the Code of Recommended Practice on Local Authority Publicity
7. Support the procedures in place to provide communications support in response to emergencies and critical incidents.
8. Responsible for effective budget management, with due regard to the Council's financial regulations and regular monitoring of spend to ensure value for money.



9. Act as an ambassador and champion of communications and marketing, ensuring commitment and enthusiasm for activities and priorities on all occasions when representing the Council both internally and with external partners and agencies

NB: The duties and responsibilities of this post are not restrictive, and the post holder may be required on occasion to undertake other duties. This will not substantially change the nature of the post.

Supervision and management

Reporting to: Communications Team Manager

Other factors

This post does not have a significant travel requirement, however the post holder will be required to travel on a relatively regular basis within and outside the county for partner meetings, training, networking events. This means that there is a requirement for a vehicle to be available in order to carry out normal duties.

Our values

Our values act as guiding principles, defining what we believe is important in the ways we work together. Our values are Respect, Together, Accountability, Openness and Curiosity. You will need to be able to demonstrate these values in action through the way you work, regardless of your role within the organisation. Information about our values can be found on our website.



Person specification

Your application will be assessed based on your demonstration of how you fulfil the following criteria; you should include clear examples of how you meet these criteria within your application form and during the assessment process. We'll also use references to confirm that you meet the criteria for this role.

Essential

Essential criteria are the minimum requirement for the above post and will be assessed through a combination of your application form, assessment, interview and references (as specified below). We will require evidence of the qualifications, training or registrations listed below.

Qualifications, training or registrations Required by law or essential to the performance of the role or both	Assessed through:
1. A degree or professional qualification in communications and/or marketing, and/or significant professional experience	Application form
2. Evidence of relevant continuing professional development	Application form
Experience	
3. Experience of supporting with the delivery and evaluation of major communications and marketing campaigns	Application form
4. Experience of delivering communications and marketing activity such as video filming and editing, advertising, media relations, digital marketing, design and print, consultation and engagement, events, internal communications	Application form
5. Experience of creating engaging content tailored to the needs of the audience	Application form
6. Experience of working successfully with a range of external organisations/stakeholders	Application form
7. Experience of working within formal budgetary controls	Application form
Knowledge, skills and abilities	
8. Knowledge of communication and marketing theory and practice	Interview Assessment
9. Ability to manage conflicting deadlines	Interview Assessment
10. Excellent oral and written communication skills	Interview Assessment
11. Ability to influence others	Interview Assessment
12. Ability to deliver projects to an agreed timetable	Interview Assessment
13. Excellent interpersonal skills to develop good working relationships/networks	Interview Assessment
14. Proficient in use of Microsoft Office and online software including Vuelio, Orlo and Mailchimp	Interview Assessment
Our values	
15. Respect	Interview Assessment
16. Together	Interview Assessment



17. Accountability	Interview Assessment
18. Openness	Interview Assessment
19. Curiosity	Interview Assessment

Approval

Manager's job title:
Date: March 2025

