**Communications Officer**

**SO1**

**Job Description**

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| **Job Purpose** |
| To manage a variety of communications and marketing projects, campaigns and activities using multiple channels to a variety of audiences to improve understanding of the council’s priorities and services both internally and externally.To build strong relationships internally and externally and be a dedicated communications contact point for services. To understand their specific objectives and requirements and ensure the needs of both audiences and service teams are met.External audience development to ensure that our communications engage diverse audiences, making them aware of our messages and campaigns as identified in our communications strategyWorking alongside the Communications Campaign Leads to be the point of contact on a rota basis responding to media enquiries, manage key social media accounts and day-to-day internal communications activity. |
| **Major Tasks**  |
| * Generate a range of content for both internal and external channels to support communications initiatives including social media content, video, web pages, e-bulletins, news items, printed material and internal briefings and intranet content
* Manage a variety of communications and marketing campaigns using multiple channels to varied audiences
* Develop social media channels and create communications for Facebook, X, Tik Tok, Instagram, YouTube and other developing channels.
* Participate in a rota as directed by the Communications management team to draft and respond to media enquiries, monitor corporate social media accounts and issue internal communications updates.
* To ensure that key council priorities, services and initiatives are regularly and accurately reported across a range of local, regional and national media as well as digital platforms and social media.
* Develop news items, organise events and respond to press and social media enquiries related to campaigns.
* Liaise with officers, elected members and partners in order to deliver communication campaigns and provide advice and guidance on the communication approaches
* Develop a dynamic and collaborative relationship with elected members, officers, stakeholders, partners and the media so the communications service is trusted, respected and has impact.
* Record campaign and marketing data in order to evaluate and improve service delivery.
* Produce a rolling schedule of upcoming marketing and communications activity for the council to help maintain a forward plan.
* Champion brand and style guidelines within the council ensuring all publications align
* Understand the role of digital and social media in the wider communications mix and ensure an integrated approach to communications, marketing and PR informed by the ever-changing digital and media landscape.
* Liaise with suppliers (designers/media, promoters or other agencies) to achieve successful communications campaigns.
* Provide a high level of internal and external customer service including taking ownership of internal and external customer queries and complaints and following issues through to completion.
* Work with the Communications Campaign Leads to deliver the residents publication Totally Telford in both hard copy and digital format ensuring production deadlines are met.
* Keep Cabinet members, Councillors, service managers and senior officers and other relevant partners fully up-to-date and involved with relevant and key communications activity.
* Support the wider team’s goals of increasing income generation as directed by managers through selling of appropriate services
* Ensure our publications comply with equality and diversity legislation
* Comply with all decisions, policies and standing orders of the Council and any relevant statutory requirements including the code of Recommended Practice on Local Authority Publicity
* To be flexible in working arrangements in order to meet the needs of the service. This will involve some evening and weekend work
* To be part of the Council’s emergency plan and support this as directed by the Communications management team
* To undertake other duties, commensurate with the job grade, that may arise, as required
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| **Contacts & Relationships** |
| * Advising SDMs, Directors and cabinet members of approaches to ensure the Council’s reputation is as far as possible protected and maintained
* Work with other SDMs and Directors and other team’s officers to develop effective and efficient communication activity
* Involve the relevant cabinet member on the development and roll out of communications initiatives and in line with the Council’s media protocol
* Deal with a range of media organisations
* Public enquiries via social media
* Staff queries via internal communications
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| **Creativity** |
| * Devise strategies and approaches to deal with communications projects and issues in a way that will be easily understood and secure the best possible publicity and outcome for the Council
* Develop creative solutions for communications campaigns
* Make recommendations and help to drive effectiveness for communications campaigns
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| **Decisions** |
| * The post holder will have a key role in shaping and deciding the direction of campaigns and the communications tools used for these
* These decisions will be made in conjunction with service areas and communications team managers and using policies such as the media protocol, social media guidance
* The post holder will make these decisions based on existing knowledge and expertise and will seek to build on this
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| **Management & Supervision** |
| None |
| **Supervision Received** |
| • The post holder reports to the Head of Communications and External Affairs and Communications Campaign Leads when working on the team’s multi-media rota |
| **Complexity** |
| • The environment in which the post holder will work will cover a wide range of service areas and functions delivered by the Council. This requires excellent interpersonal skills and an ability to make sound judgements based on understanding of a variety of sources of information and the priorities and requirements of the Council. |
| **Resources** |
| * The post holder will be responsible for managing and using range of communications tools including audio visual recording devices, ICT equipment, and marketing collateral such as display stands and materials.

The postholder will have responsibility for delivering communications activity in line with agreed budgets. However, the formal responsibility for budgets and for the direct use of financial systems will fall to other posts/areas  |
| **Impact** |
| * Reputation of the council and view of the council by a wide range of audiences including key stakeholders, resident and partners
* Our brand is recognised and our voice is being heard
* Trust and confidence in the Council is stronger
* There is a more positive perception of value for money and efficiency
* More people are engaged and feel they have influence over the council’s decision making
* There is a greater understanding of the regulatory and enforcement powers of the council and their impact
* Staff feel engaged and informed of the council’s work and priorities
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| * **Physical Demands**
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| * The job is primarily office based, however the post holder will be expected to be able support and range of communications activity at various locations such as video production, staffing stands or supporting community events
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| * **Working Environment**
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| * The role is primarily office with occasional work in the community in a public facing role.
* The nature of the role means that the postholder can be exposed to range of comments from the public via for example social media or other web-based comments whereas the Council spokesperson this may attract negative reaction or comments.
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| * **Emotional Context**
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| * The role will also expose the postholder information on a range of confidential issues for example safeguarding cases, which may be upsetting or distressing.
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| **Other** |
| The postholder will be expected carry out any other duties as are within the scope, spirit and purpose of the job, commensurate with the grade. The postholder will be expected to actively follow Telford & Wrekin Council policies, including those such as Equal Opportunities, Human Resources, Information Security and Code of Conduct etc. The postholder will be expected to maintain an awareness and observation of Fire and Health & Safety Regulations. |

**Person Specification**

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| **Criteria** | **Standard** |
| **Qualifications** | * Minimum level A-C GCSE or equivalent in Maths and English
* Educated to degree level or of graduate calibre with a further qualification desirable in Marketing Communications or relevant NVQ
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| **Experience** | * Delivering communications and marketing strategies and campaigns across a range of media to agreed objectives
* Working within a large, complex organisation
* Dealing with customers or members of the public either in person or by telephone
* Dealing with crisis or incidences requiring immediate response and to tight deadlines
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| **Knowledge** | * Devising and delivering communications and marketing strategies and campaigns across a range of media to agreed objectives is essential
* The role of communications in a large, complex organisation
* Commercial and social communication methods
* An awareness of the law relating to reporting events regarding data protection and privacy, use of images, copyright law, the Communications Act etc..
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| **Skills** | * Marketing, copywriting and creative skills writing
* Excellent ICT skills, use of email, internet, able to make full use of content management systems and social media to self-supporting level
* Substantial experience of communicating clearly and effectively with a diverse range of audiences such as the general public, politicians, businesses, employees and the media
* Research and analytical skills with the ability to assimilate information quickly and draw insight
* Creating a range of communications strategies and plans and delivering these to timescale and budget
* Creating communications material for use in a very broad range of media is essential
* Dealing with crisis or incidences requiring immediate response and to tight deadlines
* Political awareness and sensitivity and ability to foster good working relationships with all key stakeholders (particularly members)
* Ability to manage time effectively, planning own workload to deliver results
* Ability and willingness to embrace and learn new communications methods and drive forward the Council’s digital agenda
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| **Personal style & behaviours** | * As a council employee you will be supported and expected to demonstrate the Councils Core Behaviours. Please note that these may be updated from time to time and are available on the Council’s intranet pages.
* Ability to stay calm, coping well when under pressure and in difficult situations
* A determination to make a difference – a pragmatic, ‘can do’ attitude that is both analytical and practical.
* Willingness to tackle a variety of tasks and challenges with a positive attitude
* Willingness to embrace and learn new communications methods
* Must be able to work flexibly to meet deadlines as required, including evening and weekend working if necessary
* Develop good relationships with others by behaving with integrity and treat people with respect in accordance with the Council’s co-operative values
* Promote diversity and equality of opportunity
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| **Fluency Duty** | This role has a strong customer facing element with the post expected to represent the authority to the public through communications across a variety of different channels including written and digital communications. This post has been identified as a customer facing role and therefore the Council is required to fulfil their statutory duty under Part 7 of the Immigration Act 2016. As a public body the Council is obliged to ensure member of staff in such roles are able to have a command of spoken and written English which is sufficient to enable the effective performance of their role.The postholder* Can produce clear, detailed communications on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.
* Can tailor, target and deliver verbal and written communication to particular audiences and via a variety of forms from twitter through to press releases and full briefings.
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| **Political Restrictions\*\*** | The post has been identified as being politically sensitive |

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We will ensure, so far as is reasonably practicable, that no disabled applicant is placed at a substantial disadvantage. This person specification includes what we believe are fully justifiable essential and desirable selection criteria. Provided that the selection criteria unconnected with the disability are met, we will make ALL reasonable adjustments in order that someone with a disability can undertake the duties involved.

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| **Type of criminal records checks required for this post** | **Ticked as required** |
| None | X |
| Basic Disclosure |  |
| Standard Disclosure |  |
| Enhanced Disclosure |  |
| Working with Adults - Regulated Activity |  |
| Working with Children - Regulated Activity |  |

Information on types of criminal records checks is available at:

<https://www.gov.uk/disclosure-barring-service-check>