**Communications and Campaign Lead Officer**

**PO3**

**£37,336 - £40,221**

**Job Description**

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| **Job Purpose** |
| To communicate Telford & Wrekin Council’s key priorities through a range of established and developing channels, positioning the local authority as a proactive, professional and high performing council that optimises a digital first approach.To work with the senior management team, cabinet members and across the communications team in delivering the corporate communications strategy and have account management responsibility for a portfolio(s) of work, including some corporate initiatives. |
| **Major Tasks**  |
| * Act as “portfolio holder” for an identified range of council priorities and areas of work
* Create communications strategy/plans for the portfolio of work in agreement with the Head of Communications, senior management team and cabinet member/s
* Implement communications activity aligned to the strategy and using the full communication mix as appropriate
* Communicate the council’s decisions, policies and campaigns to the media and respond efficiently to media enquiries; digital, print and broadcast
* Maintain social media accounts and plan, create and schedule content
* Explore new and emerging channels to support the successful delivery of communications strategy/plans as appropriate
* Liaise with suppliers and colleagues including designers, printers and content creators to ensure campaigns and associated content are delivered in a timely manner
* Write articles, news stories and case studies for the council’s internal and external channels
* Draft verbal and written communications for the leader and cabinet members in line with the portfolio
* Create and distribute content such as news releases, statements, video and photography, as required
* Support the council with the organisation and delivery of key corporate and portfolio specific events such as staff briefings, council meetings and promotional activities
* Monitor the council’s brand and style guidelines, ensuring consistent application across all channels and all campaigns
* Provide specific information for the council’s intranet site and support internal communications and activities
* Review all outputs regularly and contribute towards regular monitoring and evaluation of corporate communications activity, specific projects and campaigns
* Assist in the effective running of the communications service in the event of a crisis/emergency under the guidance of the head of communications and support the unit’s out-of-hours media response service
* Support the work of other portfolio holders, partners and stakeholders when necessary, as agreed with line manager
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| **Contacts & Relationships** |
| * Work with service delivery managers, directors and other officers to develop effective and efficient communication activity to support their portfolio areas
* Advise service delivery managers, directors and cabinet members of approaches to ensure the council’s reputation is protected and maintained
* Draft statements and communications for the leader, cabinet members and senior officers
* Involve the relevant cabinet member on the development and roll out of communication initiatives and any accompanying internal and stakeholder briefing
* Deal with a range of media, partner and stakeholder organisations
* Respond to public enquiries via social media and in person events
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| **Creativity** |
| * Develop creative content, appropriate for the target audience and channel, to deliver on communications priorities
* Use creativity to help council messages cut through a crowded media landscape
* Make recommendations and help to drive effectiveness for communications campaigns
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| **Decisions** |
| * The post holder will advise on campaigns strategy and best use of the communications mix to achieve agreed objectives
* Decisions will be made in conjunction with the relevant service area, cabinet member and communications team members, using communications knowledge and expertise as well as policies such as the media protocol and social media guidance
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| **Management & Supervision** |
| * While this role has no direct reports, the post holder will assign supporting tasks to communications officers and work closely with these officers to develop and deliver campaigns and content
* The post holder (along with the Digital Communications and Campaign Manager), will be expected to deputise for the Head of Communications when required
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| **Supervision Received** |
| * The post holder reports to the Head of Communications
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| **Complexity** |
| * The environment in which the post holder works 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 an understanding of a variety of sources of information and the priorities and requirements of the council.
* The post holder will need to take complex messages and communicate them in a way that is clear for members of the public
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| **Resources** |
| * The post holder will be required to use a range of communications tools including audio visual recording devices, ICT equipment, and marketing collateral such as display stands and materials.
* The post holder 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
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| **Impact** |
| * The role will have a direct impact on:
	+ 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
	+ Staff feel engaged and informed of the council’s work and priorities
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| **Physical Demands** |
| * 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 overseeing video production, staffing stands or supporting community events
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| **Working Environment** |
| * The role is primarily office based with occasional work in the community in a public facing role.
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| **Emotional Context**  |
| * The role will expose the post holder to information on a range of confidential issues for example safeguarding cases, which may be upsetting or distressing.
* The nature of the role means that the post holder can also be exposed to a range of comments from the public via social media or other web presence and acting as a council spokesperson may attract negative reaction or comments.
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| **Other** |
| * The post holder will be expected to carry out any other duties as are within the scope, spirit and purpose of the job, commensurate with the grade.
* The post holder 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 post holder will be expected to maintain an awareness and observation of Fire and Health & Safety Regulations.
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**Person Specification**

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| **Criteria** | **Standard** |
| **Qualifications** | * Educated to degree level or of graduate calibre
* A post graduate qualification in marketing, communications, or broadcasting (e.g. CIM or CIPR) or its equivalent
* Minimum level A-C GCSE or equivalent in maths and English
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| **Experience** | * Working within a large, complex organisation
* Writing and delivering communications and marketing strategies across a range of offline and online media to meet agreed objectives
* Effective media management
* Dealing with incidences requiring immediate response
* Dealing with customers, stakeholders or members of the public in person or by telephone
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| **Knowledge** | * The role of communications in a large, complex organisation
* Communications strategy and use of the OASIS
* Demonstrable knowledge of online and offline communications channels and techniques
* Political awareness
* 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** | * Communication strategy development
* Campaign management (delivering online and offline communications activity to meet an agreed objective within timescale and budget)
* The ability to communicate clearly and effectively with a diverse range of audiences such as politicians, businesses, employees, the public and the media
* Social media management and the creation of content to engage a target audience
* Media relations, including the ability to create engaging media packages that secure positive coverage in broadcast, online and/or print media
* Copywriting and ability to use Plain English
* Use of research and analytical skills to assimilate information quickly, draw insight and make evidence-based recommendations
* Dealing with crisis or incidences requiring immediate response and to tight deadlines
* Political awareness 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 council’s 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 treating 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 post holder:* 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 across a range of online and offline channels
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| **Political Restrictions** | * This post has been identified as being politically restricted.
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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 |  |
| Basic Disclosure | X |
| 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>