**JOB DESCRIPTION**

|  |
| --- |
|  **JOB DETAILS** |
| **Directorate:** Transformation |
| **Post title:** Communications officer |
| **Post number:** CCDP09 |
| **Post grade:** G |
| **Section:** Transformation |
| **Responsible to:** Communications and Customer Experience Manager |
| **Responsible for:** The council’s operational communications activity |
|  |
| **MAIN PURPOSE OF JOB** |
| To manage and drive all aspects of the council’s internal and external communication, ensuring the council’s policies, actions and brand are effectively communicated to staff, councillors, residents, local and national media.  |
|  |
| **SPECIFIC DUTIES** |
| To protect and enhance the council’s reputation at a local, regional and national level. To create, drive and implement the corporate Communications Strategy across the whole council. To manage the council’s corporate social media accounts – both proactively and reactively. To provide communications and media advice to assist services in getting their messages out in a clear and appropriate way and provide advice to the Corporate Leadership Team and councillors, where required. To work with the graphics officer to develop, promote and drive the Tewkesbury Borough brand and ensure it is consistently applied. To lead on media monitoring arrangements that track the progress of services coverage and report on this when required, offering services help and solutions where necessary. To actively communicate key decisions and actions to the local and national media, through press releases, media briefings, social media, video and photography, and other mechanisms and be the first point of contact for media enquiries. To handle incoming media enquiries and requests for information and to respond with speed, accuracy and a high standard of professionalism, in line with council policy and the council’s Media Protocol. To develop, implement and evaluate key communications campaigns aligned to the Council Plan. To create video content and photography designed to inform external and internal audiences of a wide variety of messages in an engaging, easily digestible style. To produce the council’s residents’ magazine Tewkesbury Borough News and other eye-catching, easy-to-read publications. To keep up to date on the latest best practice in communications and bring in new methods where appropriate. To ensure staff and members are well-informed, including managing co-ordination of internal communications, such as the intranet, News4U, e-newsletters and others. To oversee the content on the council’s website, intranet and other electronic services, ensuring high standards of content and design. To represent the council and work with partners to deliver joined up communications. To assist with the emergency planning team and to act as the media officer during any emergency. To develop a network of local contributors and contacts including those involved in community or parish newsletters and other community media to ensure dissemination of the Council’s activities and messages. As required, work unsociable hours during evenings and weekends to update or monitor social media accounts during emergencies and commemorative dates, and to attend key events in person. To contribute to other aspects of the work of the Corporate Services team as required. Ensuring that services are delivered in compliance with existing and new Health and Safety legislation and the council’s Health and Safety Policy and ensuring that duties are pursued in a safe manner with due regard to the Health and Safety of yourself and others. To adhere to all council policy, in particular Equal Opportunities. To undertake any other duties properly assigned from time to time by the manager, which are appropriate to the grade and character of the post. To undertake any other duties properly assigned by the communications and policy manager and to be committed to supporting customer focus within the council whilst achieving excellence throughout this authority.  |
|  |
| **ORGANISATIONAL CHART** |
|  |
|  |
| **KEY WORKING RELATIONSHIPS** |
| The post will require close working with the Communications and Customer Experience Manager, Director of Transformation and the council’s graphic designer, as well as the other officers from the Communications team.  |
|  |
| **RESOURCES** |
| *Budgets, responsibilities for information, management of equipment* |
|  |
| **PHYSICAL DEMANDS** |
| The post will require occasional lone working when attending events.  |
|  |
| **MENTAL DEMANDS** |
| The post is a fast-paced role that will require the successful candidate to continually manage changing priorities. |
|  |
| **WORKING ENVIRONMENT** |
| Hybrid working. |
|  |
| **ALL STAFF RESPONSIBILITIES** |
| To adhere to all Council Policies, in particular Equal Opportunities.To undertake any other duties properly assigned from time to time by your line manager which are appropriate to the grade and character of the post.To be committed to the principles of equality, diversity and the ability to treat everyone who you come in contact with dignity and respect.Tewkesbury Borough Council is committed to the principles of safeguarding and promoting the welfare of all children, young people and vulnerable adults; therefore, all employees have a responsibility and duty of care to report safeguarding issues they become aware of or witness. |
|  |
| **HEALTH AND SAFETY** |
| Ensuring that services are delivered in compliance with existing and new Health and Safety legislation and the Council’s Health and Safety Policy and ensuring that duties are pursued in a safe manner with due regard to the Health and Safety of yourself and others. [To manage risk and to help formulate and comply with the Council’s Corporate Health, Safety and Welfare Plan, and to ensure that both systems and premises under your control are maintained in an acceptable standard to ensure the risk management and health and safety of staff and visitors.] **Delete if not a management position** |
|  |
| **PERSON SPECIFICATION** |
| **QUALIFICATIONS** | **ESSENTIAL** | **DESIRABLE** | **ASSESSMENT METHOD** |
| Degree or equivalent qualification/significant appropriate experience in relevant field. |[x] [ ]  Application form |
| Additional degree or professional qualifications in relevant subjects. |[ ] [x]  Application form |
|  |[ ] [ ]   |
| **EXPERIENCE** | **ESSENTIAL** | **DESIRABLE** | **ASSESSMENT METHOD** |
| Minimum of three years communications or marketing experience.  |[x] [ ]  Application form |
| Understanding of the media and how to ‘sell in’ a story.  |[x] [ ]  Interview |
| Excellent interpersonal and communication skills, with an ability to communicate effectively with a wide range of audiences at all levels and write to a very high standard in plain English.  |[x] [ ]  Interview |
| High quality creative ideas, utilising a range of channels to get the message to the target audience  |[x] [ ]  Interview |
| Outstanding creative written skills and an eye for detail are essential  |[x] [ ]  Interview |
| Innovation and creativity.  |[x] [ ]  Interview |
| Good research and evaluation skills and experience of working in a political environment.  |[x] [ ]  Interview |
| Project management skills and ability to work to tight deadlines.  |[x] [ ]  Interview |
| Self-motivated and able to work on own initiative. |[x] [ ]  Interview |
| Ability to influence and negotiate.  |[x] [ ]  Interview |
| High level communication skills, with the accent on diplomacy, discretion and sensitivity to political nuances  |[x] [ ]  Interview |
| Experience in Digital SLR photography.  |[ ] [x]  Application form |
| Experience in video editing.  |[ ] [x]  Application form |
| Knowledge and understanding of local government services. |[ ] [x]  Application form |
|  |  |  |  |
| **SKILLS** | **ESSENTIAL** | **DESIRABLE** | **ASSESSMENT METHOD** |
| Excellent communications and presentation skills  |[x] [ ]  Interview |
| Ability to communicate with staff, members, and outside bodies  |[x] [ ]  Interview |
| I.T. Skills  |[x] [ ]  Application form |
| Photography  |[ ] [x]  Application form |
| Microsoft Office  |[ ] [x]  Application form |
|  |  |  |  |
| **BEHAVIOURS / ATTRIBUTES** | **ESSENTIAL** | **DESIRABLE** | **ASSESSMENT METHOD** |
| Strong customer care skills  |[x] [ ]  Interview |
| Well organised and able to prioritise work to meet deadlines and timescales  |[x] [ ]  Interview |
| Customer Focus |[x] [ ]  Interview |