

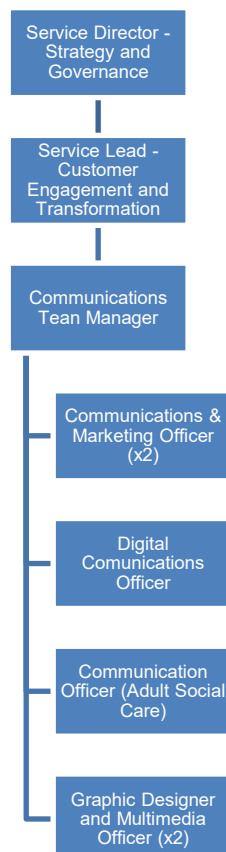
Job Description and Person Specification

Job title:	Communications and Marketing Officer
Directorate:	Resources
Service:	Strategic and Governance
Team:	Communications
Post number:	05096
Salary grade:	I
Work location:	Market Street
Reports to:	Communications Team Manager
Supervises:	None

Job Purpose

To provide an efficient, effective and timely communications service that increases public awareness of, and engagement with, the authority and its services in order to improve accessibility and satisfaction and promote a positive image of the council.

Structure Chart



Main Duties and Responsibilities

- To act as a specialist on all aspects of communications, ensuring that appropriate professional advice is given to Members, managers and officers.
- To assist, and where appropriate lead on public campaigns, events and other initiatives.
- To evaluate the effectiveness of communications activity and campaigns.
- To monitor the Council's social media channels, engaging with residents and responding to enquiries or comments as appropriate.
- To receive and respond to media enquiries and interview requests on behalf of the council and, where necessary, in consultation with Members, managers and officers.
- To research, write and publish content through the Council's core communications channels in order to generate positive coverage about the council.
- To research, write and disseminate press releases to the news media and arrange press briefings to generate positive coverage of Council decisions and actions.
- To research, write and edit material for the staff intranet and newsletter and to produce and distribute the newsletter.
- To produce multimedia content including promotional videos and live broadcast of meetings and other events.
- To innovate and contribute to the development of the Council's core communication channels and practices.
- To provide support to other teams within Strategic Support as required ensuring the corporate requirements of the Council are addressed.
- To develop and maintain productive relationships including with Members, managers, staff and key stakeholders outside the organisation.
- To deputise for the Communications Manager as required.
- Promote equality as an integral part of the role, treating everyone with fairness and dignity.
- Comply with WBC health and safety policies, procedures and rules, taking reasonable care of self and others.
- Adhere to the standards set out in the WBC competency framework.

Scope (impact on/control of resources, people, money etc)

Impact: The post is concerned with helping to ensure there is effective communication both within the Council and between the Council and its communities. The job will entail working with all service areas of the Council as well as partner agencies, the media and the public.

Budget: Nil

Employees: Nil

Person Specification

Qualifications	Essential/ Desirable	Internal use only
Educated to A level - Grade A-C in English	E	1
Possession of an appropriate communications qualification or membership of a professional organization e.g. Institute of Public Relations or extensive compensatory experience in the public relations/marketing environment	E	2
Educated to degree level in a relevant subject, or extensive compensatory experience working in a communications/marketing environment	D	1
Evidence of continuous professional development	D	2
Experience		
At least two years' experience in a communications or marketing role	E	1
Experience using initiative and working with little supervision	E	2
Experience working in local government preferably in a communications role	D	1
Experience of acting as an advisor to Members, Managers and officers on communications issues	D	2
Knowledge and understanding		
A clear understanding of different channels and their relative roles in a communication campaign.	E	1
A good understanding of the issues facing local government and the Council, its political and officer structures.	D	1
Skills and abilities		
Excellent communications skills with a proven ability to write in a clear manner when under pressure	E	1
Ability to portray complex issues in a simple manner	E	2
Excellent time management skills	E	3
Ability to use Outlook, and a web browser to access information	E	4
Basic ability to use Microsoft Office (Word, Excel, PowerPoint etc)	E	5
Work-related personal qualities		
Able to demonstrate creativity and innovation	E	1
Be a team player with a commitment to corporate working	E	2
Ability to relate well and with diplomacy to a wide range of Council staff and clients	E	3
Able to prioritise and meet tight deadlines	E	4
Able to manage a range of differing tasks and often work on own initiative and with minimal direct supervision	E	5

Other work-related requirements		
There may be a requirement to attend some evening meetings for which time off in lieu will be allowed	E	1
A full driving license or the ability to travel extensively throughout the district	E	2
This role has been identified as public facing in accordance with Part 7 of the Immigration Act 2017; the requirement to fulfil all spoken aspects of the role with confidence in English applies.	E	3
Is this post politically restricted?	Yes	n/a
DBS Check?	No	n/a