

JOB TITLE: Senior Communications Officer
GRADE: Level 11
REPORTS TO: Corporate Campaigns Manager
TEAM: Corporate Communications
DEPARTMENT: Resources

Purpose of the Job

Sitting as part of the Corporate Communications team, this role will business partner the HR recruitment team to deliver excellent communication campaigns to attract the best talent in the market. The successful candidate will create comms plans to build a strong employer brand that embodies our values, as well as strengthening the overall HCC brand.

To collaborate with colleagues from across the organisation to tell our story and demonstrate the diversity and opportunity at HCC for recruitment purposes. To ensure brand consistency across all recruitment activity, whilst still creating campaigns that target and appeal to specialist audiences. To seek out opportunities for recruitment successes in other corporate communications campaign activity. To provide expertise, guidance, and recommendations on channel activity to support the wider organisational goals of recruitment and retention of talent.

Main Areas of Responsibility

- Work to a high professional standard to plan, execute and evaluate recruitment campaigns that deliver against the service and organisations objectives.
- Design and deliver recruitment PR and branding activity to ensure optimum presence and promotion of HCC through 'one voice', with diversity and inclusion at the forefront
- Oversee prompt and effective responses and engagement with customers across our recruitment social channels.
- Create and produce engaging and on trend content to ensure recruitment social media channels and HCC Careers website are current, relevant, and interesting and target particular audiences.
- Research competitor and external market trends to learn from best practice and identify our USP within the market.

- Editor/publisher for website, ensuring all content and formatting is correct in line with HCC's brand guidelines
- The duties and responsibilities listed above broadly summarise the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time be necessary.

Person Specification

Please provide a supporting statement which includes examples and evidence of when you have demonstrated the attributes listed below.

You will be expected to address each point separately and in the order listed. If you do not complete a full supporting statement in the requested format, your application may be rejected.

Knowledge

- An all-rounder communications professional with proven experience in channel management, content creation and delivering successful campaigns.
- Previous experience of delivering recruitment campaigns would be an advantage.
- Degree or relevant professional qualifications e.g., digital marketing, communications, or equivalent experience
- In-depth knowledge and understanding of digital marketing programmes & social media platforms
- A subject matter expert with indepth knowledge of digital marketing and analytics management, social media channels management.

Skills & Abilities

- Strong copy writing and storytelling skills, with a proven ability to create compelling case studies and narratives
- Manage, implement, and evaluate successful campaigns to support the organisations objectives
- Experience and up-to-date knowledge of digital trends and social channels
- Ability to drive innovation and deliver engaging comms activity with little or no budget
- Creativity to deliver multi-channel comms activity
- Experience in adhering to brand guidelines, being a brand advocate and guardian and working in a fast-paced corporate comms team
- Proactive, organised, and self-motivated to take responsibility, including identifying opportunities and resolving issues.
- Ability to collaborate with colleagues of all levels but also challenge where necessary
- Highly developed communication skills and ability to adapt these to a range of audiences including the public, staff, and stakeholders.
- Proven track record of ability to consult, influence and advise stakeholders
- Ability to obtain, analyse complex digital and social media analytics which informs attraction strategies and gives best value.
- Excellent written and verbal communication skills.
- Knowledge of the importance of web usability, accessibility & standards
- Experience of brand development and graphic design for print and web
- Strong awareness of content design/strategy trends and best practices
- Basic filming and editing skills would be an advantage.

Diversity and Inclusion

Hertfordshire County Council is committed to making inclusion part of our DNA, both as a large employer of people and as a provider and commissioner of services.

We strive to positively promote diversity and inclusion across the delivery of services and within our workforce. We want everyone at work, regardless of their background, identity or circumstances to have a sense of belonging to the organisation. We want

all employees to feel valued, accepted and supported to succeed at work and reach their full potential. Our Diversity and Inclusion Strategy is available on the internal intranet or from your line manager.

Health and Safety

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

Additional Information: Code of Practice on the English Language Requirements for Public Sector Workers

Public Authorities must ensure that all members of staff in customer facing roles, whatever their nationality or origins, are able to communicate the English language fluently with the general public, verbally and in written format (access needs will be met for those with a disability).