

Role Profile

This section provides key information relating to the role.

Job Title:	Senior Communications Officer		
Post No:	RP0104	Grade:	J
Team:	Communications, Marketing & Engagement	Location:	Campus East/Hybrid
Responsible to:	Service Manager (Communications, Marketing & Engagement)		
Responsible for:	Communications Officers x3		

Overall job purpose:

- To manage the council's day to day communication and marketing services.
- To ensure there is an effective and integrated approach to communications to help achieve the agreed priorities and business needs of the council.
- To provide professional advice and support to elected Members and officers on communications, and to contribute towards the management of the council's reputation both internally and externally.

Key areas of focus:

1.	Ensure the council's relationship with local, national and trade media is managed in line with agreed protocols.
2.	Coordinate the media relations activity to maximise the impact of positive stories and minimise the reputational damage from negative stories or crisis situations.
3.	Contribute towards ensuring members and senior officers are advised, fully briefed and prepared to deal with communications matters through effective training and guidance and best practice.
4.	Develop communication and marketing plans for new projects, changes in council services and events etc.
5.	Manage the council's PR forward calendar and maximise those opportunities that arise to improve the council's profile and reputation.
6.	Support the production of council's corporate literature, such as the borough magazine and newsletters.
7.	Oversee the preparation and production of internal communications materials including the weekly staff e-newsletter, and other promotional material.
8.	Ensure the council's social media accounts are reviewed on a daily basis, customer enquiries and comments are responded to appropriately and relevant messages are sent out in a timely manner.
9.	Manage, motivate, recruit and develop the communications and marketing team, ensuring that their associated targets are achieved and performance complies with the council's policies and procedures.

10.	Represent the council and play an active role at county and regional communications groups and attend national conferences and related events as relevant to this role.
11.	Ensure that all council communications meet statutory guidelines and do not contravene the Local Government Act 2000 and related Code of Conduct for Publicity.
12.	To ensure all corporate communications considers relevant data protection, equality, and diversity best practice and/or legislation and promote equality and diversity in the workplace.
11.	To promote equality and diversity in the workplace and in the services of the Council and to deliver the Council's equalities and diversity priorities.
12.	The ability to converse with ease with other staff and members of the public and to provide advice in accurate spoken English is essential for this post.
13.	Any other duties that are commensurate with the level and grade of this post.
14.	Deputise for the Service Manager (Communications, Marketing and Engagement) as necessary.

Role Requirements

The following outlines the criteria for this post.

Criteria	Essential	Desirable	Assessment Criteria
Qualifications and experience			
Education to A-level or an equivalent professional/vocational qualification in a relevant subject (e.g. communications, journalism, marketing, PR).	x		AP/IN
Extensive working knowledge of a communications (PR/marketing/digital) service.	x		AP/IN
Experience of liaising with local, regional and national and media.	x		AP/AS/IN
Experience of managing or supervising a small, specialist team.	x		AP/IN
Knowledge			
Practical working knowledge of the Local Authority Code of Publicity and media law.		x	AP/AS

Knowledge of online and social media channels in public sector.	x		AP/IN
Skills and abilities			
Highly developed communications skills (written, verbal and visual), with an ability to present, persuade and negotiate.	x		AP/AS/IN
Good project management skills and ability to develop and deliver communication and marketing plans	x		AS/IN
Ability to think creatively and bring a fresh approach to sometimes complex communications issues.	x		AS/IN
Collaborative skills to establish positive and effective internal and external relationships with key individuals and stakeholders.	x		AS/IN
Ability to proof-read to a very high standard	x		AS
Other attributes			
Ability to remain calm and to respond effectively when under pressure and manage conflicting priorities or crisis situations.	x		AS/IN
Ability to use your own discretion and initiative without supervision, dealing with conflicting and rapidly shifting priorities using well developed time management skills.	x		AS/IN
The ability to converse with ease with other staff and members of the public and to provide advice in accurate spoken English is essential for this post.	x		IN
Occasionally to work outside of stated office hours and attend evening meetings.	x		AP/IN
Able to drive/travel around the borough and to other locations.	x		AP

Our Values and Behaviours



Our CORE values are key to delivering our vision, plans and strategies.

Collaborative	Open	Responsible	Excellent
We work together to get things done	We behave with integrity & fairness	We take responsibility for our actions and decisions	We perform at our best & strive for excellence

It's really important that you have a genuine passion for doing a great job and our behavioural competency framework sets out how we want people to work, ensuring everyone is valued, supported and empowered.

These competencies will be assessed throughout the recruitment and selection process, as well as part of your ongoing development and progression.