


Job Description

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| Department: | Resources |
| Division/Section: | City Services and Communications |
| Job Title: | Senior Media Officer |
| Post No: | TBC |
| Grade: | 11 |
| Reports to: | Media Manager |
| Organisation Chart: Show immediate manager and any jobs reporting to this post. |  <pre> graph TD MM[Media manager] --> SMO[Senior media officer] </pre> |
| DBS Check applicable? | None <input type="checkbox"/> |
| | Is post exempt under the Rehabilitation of Offenders Act 1974 in respect of declaration of spent convictions? No <input type="checkbox"/> |
| Line Management responsibility for: | No. of direct reports: 0 No. of indirect reports: 0 |
| Size of budget: Nil | - state whether <i>accountable</i> for (i.e. budget holder) or <i>accounting</i> for (e.g. monitoring) |
| Job Purpose: | To work as a senior media professional for the council, ensuring it delivers a |

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| | proactive programme of press communication which effectively meets the needs of its stakeholders and promotes its policies and services, both inside the city and beyond, with a particular focus on ensuring reputation management is positively handled. |
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Main Duties and Responsibilities:

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| | <ul style="list-style-type: none"> • Develop, maintain and proactively use contacts at print and broadcast media locally, regionally and nationally to identify opportunities for, and secure, media coverage for the council. • Be the first port of call for all media requiring information about the council, its services and decisions made, including responding to queries and coordinating responses and interviews as necessary. • Produce and/or review press releases, statements, articles and any other form of media material to secure media coverage for the council and ensure its position is clearly stated at all times. • Provide expert media advice to officers, including assisting them in writing information for the media, identifying media opportunities in their departments and generating media coverage. • Provide expert advice to cabinet members and councillors where appropriate. • To identify, develop, train and support members of staff and councillors that speak to the press, including pre-interview briefs, key messages (verbal or written) and attendance at interviews as necessary. • To proactively identify, monitor and track issues that could adversely affect the reputation of the organisation and take proactive steps to ensure that draft media statements/positions/Q&As etc are in place ahead of time. • Support the marketing and internal communications functions as required, in particular where there is an internal implication as a result of an external matter. • Write speeches for councillors and officers when required. • To work with partner organisations to promote the interests and achievements of the city. • Contribute to the evaluation of media coverage • Support with the creation of a media training package for the council. • To support in the creation and delivery of a rolling annual proactive media plan. • Contribute towards the council's overarching communications strategy. • Be part of the Major Incident Plan. |
| Generic Responsibilities: | <p>To carry out all responsibilities with regard to the Council's Equalities Policy and Procedures and Customer Care Policy.</p> <p>To comply with all Health & Safety at work requirements as laid down by the employer.</p> <p>The council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.</p> |
| Flexibility Clause: | Other duties and responsibilities express and implied which arise from the nature and character of the post within the department (or section) mentioned above or in a comparable post in any of the Organisation's other sections or departments. |
| Variation Clause: | This is a description of the job as it is constituted at the date shown. It is the practice of this Authority to periodically examine job descriptions, update them and ensure that they relate to the job performed, or to incorporate any proposed changes. This procedure will be conducted by the appropriate manager in |

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| | <p>consultation with the postholder.</p> <p>In these circumstances it will be the aim to reach agreement on reasonable changes, but if agreement is not possible the Head of Service reserves the right to make changes to your job description following consultation.</p> | | |
| DATE: | 16/2/17 | COMPLETED BY: | Amanda Rose |