

**Job Description**

**Department:** Customer and Digital services

**Division/Section:** Communications

**Job Title:** Communications and Content advisor

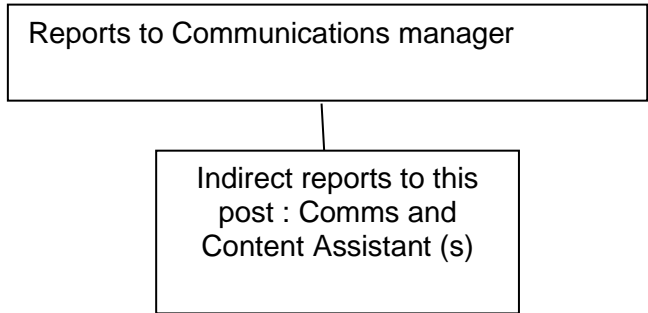
**Post No:**

**Grade:** 9

**Reports to:** Comms Manager

**Organisation Chart:**

**Show immediate manager and any jobs reporting to this post.**



**DBS Check applicable?**

**Basic**  **Standard**  **Enhanced**  **None**

**Is post exempt under the Rehabilitation of Offenders Act 1974 in respect of declaration of spent convictions?**

**Yes**  **No**

**Line Management responsibility for:**

**No. of direct reports:** none

**No. of indirect reports:** up to 2

**Size of budget:**

**Accounting for budgets up to £50k**

**Job Purpose:**

To work as a communications and content advisor for both councils, promoting, enhancing and supporting the work and reputation of the organisation through the provision of intelligent, timely, high quality communications

Specifically the post holder will work as part of a team to deliver a coordinated multi-skilled corporate service dedicated to a specific area of the business of both councils delivering part or all of the following functions:

- Media handling as part of a regular rota dealing with all first line enquiries
- Creation of communications ,marketing and campaign content and delivery
- Digital and social media monitory and content delivery/updating
- Setting up and supporting events including those for stakeholder insight and engagement

- Monitoring and ensuring effectiveness in communications

### Main Duties and Responsibilities:

- As part of a team, deliver a high quality and effective communications and marketing function to support existing or new services for the benefit of the residents of the County
- Manage and respond proactively and reactively to media – including social media - in a timely way ensuring that the Council's reputation and integrity is maintained, and be part of any emergency communications response out of hours.
- Develop communications content, including that suitable for traditional media, web, digital and marketing campaigns ,to proactively shape and manage internal and external customer involvement and engagement.
- Provide communications advice and support as appropriate, for staff and Members on communication and marketing - including the support of any necessary training.
- Use research and customer insight to drive innovation and to ensure that all appropriate channels are used to reach and engage with different target audiences.
- Set up and support activities and events which help the council engage with key internal or external stakeholders.
- Develop and maintain constructive working relationships across services, with Members, local communities, stakeholder groups, key partners, customers, suppliers and individuals.
- Support the provision of reports on effectiveness and ROI
- Demonstrate awareness/understanding of equal opportunities ensuring they are reflected in all the councils' communications activities,

**Generic Responsibilities:** To carry out all responsibilities with regard to the Council's Equalities Policy and Procedures and Customer Care Policy.

To comply with all Health & Safety at work requirements as laid down by the employer.

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.

**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 consultation with the postholder.

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.

**DATE:** 6.9. 19

**COMPLETED BY:** Christine Birchall

05/09/2016

## Person Specification

<b>JOB TITLE:</b>	Communications and Content advisor	<b>POST NO:</b>	
<b>GRADE:</b>	G9	<b>DEPARTMENT:</b>	Customer and Digital
<b>HOURS</b>	37	<b>DIRECTOR:</b>	Sue Grace
<b>DIVISION:</b>	Communications	<b>COMPLETED BY:</b>	Christine Birchall
<b>DATE:</b>	6.9.19		

ATTRIBUTES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>● Experience of developing communications and marketing plans and their delivery</li> <li>● Knowledge and experience of using a wide range of communications, marketing and engagement tools</li> </ul>	<ul style="list-style-type: none"> <li>● A understanding of the environment in which local government operates</li> </ul>
<b>SKILLS &amp; ABILITIES</b>	<ul style="list-style-type: none"> <li>● Excellent communication skills including their translation into written, visual and audio presentations</li> <li>● Ability to work across and outside typical groups.</li> <li>● Proactively identify and reliably respond to challenges to improve customer satisfaction. .</li> <li>● Identify the impact of own work on colleagues and customers.</li> <li>● Technical skills to produce materials which promote the wider activities of both Councils</li> </ul>	<ul style="list-style-type: none"> <li>● Willingness to promote the wider activities of both councils and share responsibility for the Councils across service boundaries, especially in the public domain.</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>● Experience of delivering communications and marketing plans to support and deliver against strategic objectives within a complex organisation.</li> <li>● Clear understanding of the need to engage with communities and promote good customer relations.</li> <li>● Ability to prepare meaningful and concise written and visual communications for a range of different channels and presentations</li> <li>● Ability to engage in positive dialogue to achieve desired outcomes.</li> <li>● Experience in using a range of communications and marketing technology/ software.</li> </ul>	<ul style="list-style-type: none"> <li>● Proven ability in fostering positive and constructive relationships with and amongst team members, Members and with peers across and outside the organisation.</li> </ul>
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>● 5 GCSEs or equivalent English and maths</li> <li>● NVQ Level 3 in appropriate subject</li> </ul>	Social media and digital skills – e.g photography, infographic development, producing and editing video

<b>PERSONAL CIRCUMSTANCES</b>	<ul style="list-style-type: none"> <li>• Ability to work out of hours</li> <li>• Ability to travel across the county</li> </ul>	
<b>EQUALITY</b>	Candidates must demonstrate understanding of, acceptance and commitment to the principals underlying equal opportunities. (A & I)	
<b>CUSTOMER CARE</b>	Knowledge and understanding of effective customer care (A & I)	

*[ At the end of each criteria the following codes are used to indicate how the criteria will be assessed:  
(AI) Application / Interview, (P) Presentation, (W) Written Test.]*