


## Job Description

<b>Department:</b>	Corporate Services
<b>Division/Section:</b>	Communications
<b>Job Title:</b>	Senior Communications Officer
<b>Post No:</b>	TBC x 3 roles at this level
<b>Grade:</b>	11
<b>Reports to:</b>	Business Partner for Communications
<b>Organisation Chart:</b>  <b>Show immediate manager and any jobs reporting to this post.</b>	 <pre> graph TD     A[Business Partner for Communications] --&gt; B[Senior Communications Officer]             </pre>
<b>DBS Check applicable?</b>	Basic <input type="checkbox"/> Standard <input type="checkbox"/> Enhanced <input type="checkbox"/> None <input checked="" type="checkbox"/>
	<b>Is post exempt under the Rehabilitation of Offenders Act 1974 in respect of declaration of spent convictions?</b>  Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>Line Management responsibility for:</b>	<b>No. of direct reports:</b> No. of indirect reports:
<b>Size of budget:</b> (Per annum)	<b>- state whether <i>accountable</i> for (i.e. budget holder) or <i>accounting</i> for (e.g. monitoring)</b>  Budget should exclude salary costs
<b>Job Purpose:</b>	To work at a senior level as a Senior Communications Officer to promote, enhance and support 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 communications service, delivering part or all of the following functions: <ul style="list-style-type: none"> <li>• Supporting council departments with planned communications for internal and external audiences.</li> <li>• Media management.</li> <li>• Social media engagement and delivery</li> <li>• Internal communications</li> </ul>

### Main Duties and Responsibilities:

--

- Plan and deliver appropriate communications in accordance with our statutory responsibilities, aimed at improving and enhancing the reputation of Peterborough.
- Provide communications advice and support as appropriate, for senior staff and members on communications - including the provision of any necessary training.
- Be part of a rota to manage the council's newsdesk function.
- Support with the delivery of the council's main internal communications channels, including the weekly newsletter and fortnightly Teams session.
- Support with the delivery of the council's Social Media Strategy, to increase engagement on existing platforms and investigate new platforms which the council could use.
- Represent the council at appropriate external meetings with partners and key stakeholders and representative citizen groups.
- Ensure effective use of communications to proactively shape and manage internal and external customer involvement and engagement.
- Deliver and support activities and events which help the council engage with key internal or external stakeholders
- Develop and maintain constructive working relationships with services, members, local communities, stakeholder groups, key partners, customers, suppliers and individuals.
- 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.
- Monitor key performance indicators for the department and specific campaigns and support the provision of reports on effectiveness and ROI.
- Ensure that all content is compliant with the copyright and data protection laws.

<b>Generic Responsibilities:</b>	<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 &amp; 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>		
<b>Flexibility Clause:</b>	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.		
<b>Variation Clause:</b>	<p>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.</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>		
<b>DATE:</b>	<b>28/2/23</b>	<b>COMPLETED BY:</b>	Amanda Rose

	Date Issued: February 2017	Last updated: Jan 2023
--	----------------------------	------------------------