

Job Description

Department:	Corporate Services
Division/Section:	Communications
Job Title:	Warn and Inform Senior Communications Officer
Post No:	
Grade:	11
Reports to:	Amanda Rose
Organisation Chart: Show immediate manager and any jobs reporting to this post.	
DBS Check applicable?	Basic <input type="checkbox"/> Standard <input type="checkbox"/> Enhanced <input type="checkbox"/> None <input checked="" type="checkbox"/>
	Is post exempt under the Rehabilitation of Offenders Act 1974 in respect of declaration of spent convictions? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Line Management responsibility for:	No. of direct reports: None No. of indirect reports: None
Size of budget: (Per annum)	No budget
Job Purpose:	<p>To work at a senior level as a Senior Communications Officer to promote, enhance and support the work and reputation of the Cambridgeshire and Peterborough Local Resilience Forum through the provision of intelligent, timely and high-quality communications.</p> <p>Specifically, the post holder will work with a range of different audiences including staff, the media, general public and partners, to raise awareness of the CPLRF and ways that we can all be prepared for emergency situations.</p> <p>The postholder will be responsible for the CPLRF Be Prepared website, developing and delivering a social media presence, communicating with staff and working with the media.</p>

	They will also work closely with the chair and vice chair of the Warn and Inform Communications group, which is responsible for leading on communications when a major incident is declared, or other situations which impact the public and involve more than one organisation.
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Main Duties and Responsibilities:

	<ul style="list-style-type: none"> Plan and deliver appropriate communications aimed at raising awareness of the CPLRF across Cambridgeshire and Peterborough. Plan and deliver appropriate communications aimed at raising awareness of how residents can be prepared for various emergency situations, such as flooding and power outages. Provide communications support for an ongoing project to develop detailed plans for how communities across Cambridgeshire and Peterborough would respond in a major incident. This will include attracting residents to become part of that work. Plan and deliver an internal communications campaign to raise awareness of the CPLRF amongst the member organisations, including what it is, its role and successes. Develop and deliver a social media presence for the CPLRF, which will include monitoring and responding to comments. This will also include developing a policy for how the social media channels are used and managed. Maintaining content on the CPLRF external website and developing it so that it becomes a repository of information for the public and our partners. Provide communications advice and support as appropriate, for senior staff and members on communications - including the provision of any necessary training. Work closely with the Warn and Inform group to support its work when an incident is declared and attend quarterly meetings. Represent the CPLRF at appropriate external meetings with partners and key stakeholders and representative resident groups. Ensure effective use of communications to proactively shape and manage internal and external customer involvement and engagement. Develop and maintain constructive working relationships with local communities, stakeholder groups, key partners. Link in with colleagues nationally, particularly in Government, to keep abreast of national messaging and challenges and on the development of messages and campaigns when required. 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 communications 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.
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 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.
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DATE: 23/1/25

COMPLETED BY: Amanda Rose

Person Specification

Job title:	Warn and Inform Senior Communications Officer	Directorate:	Corporate Services
Grade:	11	Service / Team:	Communications
Date:	23/1/25	Completed by:	Amanda Rose

ATTRIBUTES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
KNOWLEDGE	<ul style="list-style-type: none"> • Knowledge of how to write communications strategies and deliver them. • Detailed knowledge of a wide range of communications, marketing and engagement tools. • Detailed knowledge of the media and media handling. • Detailed knowledge of staff communications and able to advise on the channels and messages. • Knowledge of how an organisation can best use social media to deliver its objectives, in particular increasing engagement with communities. 	An understanding of the challenges facing public sector organisations and the types of emergency situations that may arise.
SKILLS & ABILITIES	<ul style="list-style-type: none"> • Excellent communication skills including strong written and presentation skills. • Ability to persuade and negotiate at different levels and across different agencies, services and groups. • Ability to work across a number of organisations effectively. • Strong and effective interpersonal skills in groups, teams and one-to-one situations. • Developed team working skills to collaborate with various partners and work in alignment 	

	<p>with them.</p> <ul style="list-style-type: none"> • Ability to see the big picture, interpret it and develop relevant strategies, plans and deliverables. • Excellent organisational skills. • Excellent time management and planning skills to ensure meeting deadlines. • Focus on outcomes and self-motivated. • Identify areas for improvement to meet the diverse needs of customers and colleagues. • Identify and deliver best practice. • Ability to prepare meaningful and concise reports and presentations and to manage and participate in senior level meetings to achieve desired outcomes. • Taking personal responsibility for making things happen and achieving desired results. 	
EXPERIENCE	<ul style="list-style-type: none"> • Experience of developing and delivering communications and marketing campaigns to support and deliver against strategic objectives within a complex organisation. • Experience of working with the media to generate proactive media coverage. • Experience of writing for an internal audience and communicating with staff. • Experience of writing for a range of audiences, ie media release, speeches, features. • Experience in using a variety of social media platforms and getting the best results for an organisation through its social media channels. • Experience in using a range of communications and marketing technology/ software. • Experience of engaging with communities and promoting good customer relations. 	<ul style="list-style-type: none"> • Experience of working in a political environment. • Proficiency with Microsoft Office suite.
QUALIFICATIONS	<ul style="list-style-type: none"> • Degree or equivalent in related subject • Or at least 5 years' experience in a senior 	<ul style="list-style-type: none"> • Evidence of successful completion of relevant continuous professional

	level communications role.	development activities delivered by internal or external agencies.
PERSONAL CIRCUMSTANCES	<ul style="list-style-type: none"> • Ability to work outside normal working hours if required. • Ability to travel across the county. 	
EQUALITY	Candidates must demonstrate understanding of, acceptance and commitment to the principals underlying equal opportunities. (A & I)	
CUSTOMER CARE	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.]*