

Post Specification

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| Date | July 2023 |
| PG Number | 6242 |
| Post Title | Communications Officer |
| Job Family | Org Support |
| Job Family Role Profile | OS14 |
| Final Grade | OS14 |

To be read in conjunction with the job family role profile

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| Service Area description | |
| Corporate Governance – Communications Team | |
| Purpose of this post | |
| <p>To provide strategic communication and reputation advice and support to senior officers and elected Members to enable the council's reputation to be protected and business to be transacted at minimal risk; to provide support on organisational transformation by providing advice and high quality communication support; undertaking of reputation risk and opportunity horizon scanning, research and analysis to enable the Council to achieve its core aims. To support and where appropriate deputise for Communication Business Partners.</p> | |
| Key job specific accountabilities | |
| <ol style="list-style-type: none"> 1. To be a key adviser to senior officers and elected Members through the provision of strategic and tactical communication advice taking account of current risks and opportunities, emerging challenges and potential complexities to enable the efficient realisation of outcomes. This will include provision of out of hours media cover on a rotation basis. 2. To provide communication support to Local Committees ensuring opportunities are maximised to build a strong community understanding of the work of each Local Committee. This will include drafting news releases, advice on all communication opportunities and reputation risk management activity. 3. To constantly horizon scan locally, regionally and nationally for issues and potential risks that may affect the reputation of the council or perceptions held by key groups and to able to advice on actions that may be taken in mitigation. 4. To develop, commission and deliver high quality communication materials that deliver agreed outcomes. These will include articles, news releases, campaigns, newsletters, web pages, social media posts, blogs, web surveys and other agreed products. 5. To undertake other duties as may be determined within the general scope of the post and commensurate with the grade including deputising, where appropriate, for Communication Business Partners as well as providing expertise and input into the ongoing programme of training and development for the team. | |
| Please note annual targets will be discussed during the appraisal process | |
| Key facts and figures of the post | |
| Budget Responsibilities | <ul style="list-style-type: none"> • None |

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| Staff Management Responsibilities | <ul style="list-style-type: none"> • None |
| Other | <ul style="list-style-type: none"> • None |
| Essential Criteria - Qualifications, knowledge, experience and expertise | |
| <ul style="list-style-type: none"> • A degree or equivalent expertise • Significant experience of working in public relations, communications or marketing at a senior level • Excellent writing, creativity, newsletter, and campaign development and execution skills • Political acumen and excellent judgment • Design awareness • An ability to work under pressure and to effectively manage competing priorities and deadlines • An ability to assimilate large amounts of complex information, make sense of it and advise on communication and reputation management implications • A strong grasp of the challenges facing local government and the public sector | |
| Disclosure and Barring Service – DBS Checks | |
| <ul style="list-style-type: none"> • This post does not require a DBS check. | |
| Job working circumstances | |
| Emotional Demands | <ul style="list-style-type: none"> • May involve working on multiple and competing priorities |
| Physical Demands | <ul style="list-style-type: none"> • No specific demands |
| Working Conditions | <ul style="list-style-type: none"> • Office based |
| Other Factors | |
| <ul style="list-style-type: none"> • | |