

Job Description

For Non-Streamlined Positions

This form is used to provide a complete description of the specific job (or role) and defines the skills, knowledge and abilities required to undertake the specific and generic role profile.

Section A: Specific Role Profile

The specific role profile provides key information relating to the salary and working conditions e.g. location of a job, along with the current focus of the job role and a brief description of the main duties.

Role Details

Job Title:	Marketing and Communications Support Officer	JEID	N0192
Salary Grade:	Scale H		
Team:	Marketing and Communications		
Service Area:	Resources		
Primary Location:	Shire Hall		
Political Restriction	Yes		
Responsible to:	Senior Account Manager		
Responsible for:	N/A		

Role Purpose

To support the Marketing and Communications team in providing a high-quality marketing and communications service to promote council services and assist WCC in achieving its organisational objectives. To deliver measurable projects and campaigns that promote specific messaging to key audiences, using the full range of owned, earned and paid communication channels.

Role Responsibilities

Marketing and Communications

- Participate in the implementation of marketing campaigns and production of marketing material including media releases/statements, articles, photo and video content etc., using the full range of channels as appropriate
- Maintain social media accounts and schedules to promote services and key messages
- Support the work of internal WCC services, partners and stakeholders as agreed with the line manager
- Liaise with suppliers such as printers, designers or agencies to implement marketing campaigns or develop other marketing material
- Monitor, evaluate and report on campaign performance
- Contribute to the internal communications plan by generating content for the intranet or Working for

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- Organise and attend events, launches, exhibitions and photoshoots as needed.

Media Relations

- Promote relevant services and positive stories at all opportunities, developing and maintaining the WCC brand and reputation
- Assist in the monitoring and analysis of coverage and the generation of reports
- Work on WCC Newsdesk on a rota system, managing media releases and responding to media enquiries

Administration & Budgets

- Maintain records of enquiries, progress and contacts as directed by line manager
- Prepare reports as requested by line manager
- Oversee expenditure and deliver campaigns within agreed budgets.

Other

- Undertake any other duties commensurate with the role as requested by the line manager.

This post is based at Shire Hall, Warwick, though the postholder would be expected to work from other Warwickshire locations when needed.

Section B: Person Specification

The person specification provides a list of essential and desirable criteria (skills and competencies) that a candidate should have in order to perform the job.

Each of the criteria listed below will be measured through; the application form (A), a test / exercise (T), an interview (I), a presentation (P) or documentation (D).

	<u>Essential (E) or Desirable (D) Criteria</u>	<u>Assessed By</u>
Education and Training:		
Educated to degree standard or equivalent in any discipline	E	A
Relevant Experience:		
Experience of creating and delivering communications	E	A,I
Experience of forming and developing successful working relationships with different stakeholder groups	E	A,I,P
Experience of general administration	E	A,I,P
General and Special Knowledge:		
Knowledge and understanding of marketing practice	D	A,I,P
Skills & Abilities:		
Verbal and written communication skills with the ability to tailor communications to different stakeholders, including the media, employee, elected members, residents and businesses.	E	A,I,P
Working knowledge of Microsoft applications including use of spreadsheets and databases	E	A,I
Ability to work within a complex political environment	E	A,I,P
Ability to meet deadlines for the production of information and to respond promptly to enquiries	E	A,I
Ability to convey statistical and written information in a clear and user-friendly way	E	A,P
Ability to work on own initiative as well as contributing as part of a team	E	A,I
Additional Requirements:		
Willing to work flexibly in accordance with policies and procedures to meet the operational needs of the communications and marketing service and wider council, including working additional hours in evenings and at weekends	E	A,I
Willing to undertake training and continuous professional development in connection with the post	E	A,I
Ability to demonstrate diplomacy and able to observe and maintain confidentiality	E	A,I
Work in accordance with the council's values and behaviours	E	A,I
Willing and able to undertake any travel in connection with the post	E	A,I

Section C: Working Conditions

The working conditions relate to those non-contractual elements of the job that may impact on the holder of the position, as well as those workplace-based responsibilities that are part of this job. These are not contractual but provide a guide to the working conditions and the potential hazards and risks that may be faced.

Health & Safety at Work

To take responsibility for your own health, safety and wellbeing, and undertake health and safety duties and responsibilities for your role as specified within Warwickshire County Councils Health and Safety Policy, and all other relevant health and safety policies, arrangements, procedures, systems of work as specified for the post/ role.

Potential Hazards & Risks

The potential significant hazard(s) and risk(s) for this job are identified below (those ticked). The purpose of recording this information on the job description is so that the health status of the potential and actual post-holders can be assessed with regard to the significant hazards and risks. These hazards and risks should be based on the appropriate activity, process and/or operation risk assessment whereby all of the significant risks are identified, recorded and appropriately controlled. The list below is therefore not an exhaustive list because it is the risk assessment that details all significant risks that could arise out of or in connection with the work activity, but any others will be identified in the 'other' section.

<input type="checkbox"/> Provision of personal care on a regular basis	<input type="checkbox"/> Driving HGV or LGV for work
<input type="checkbox"/> Regular manual handling (which includes assisting, manoeuvring, pushing and pulling) of people (including pupils) or objects	<input type="checkbox"/> Any other frequent driving or prolonged driving at work activities (e.g. long journeys driving own private vehicle or WCC vehicle for work purposes)
<input type="checkbox"/> Working at height/ using ladders on a regular/ repetitive basis	<input type="checkbox"/> Restricted postural change – prolonged sitting
<input type="checkbox"/> Lone working on a regular basis	<input type="checkbox"/> Restricted postural change – prolonged standing
<input type="checkbox"/> Night work	<input type="checkbox"/> Regular/repetitive bending/ squatting/ kneeling/crouching
<input type="checkbox"/> Rotating shift work	<input type="checkbox"/> Manual cleaning/ domestic duties
<input type="checkbox"/> Working on/ or near a road	<input type="checkbox"/> Regular work outdoors
<input checked="" type="checkbox"/> Significant use of computers (display screen equipment)	<input type="checkbox"/> Work with vulnerable children or vulnerable adults
<input type="checkbox"/> Undertaking repetitive tasks	<input type="checkbox"/> Working with challenging behaviours
<input type="checkbox"/> Continual telephone use (call centres)	<input type="checkbox"/> Regular work with skin irritants/ allergens
<input type="checkbox"/> Work requiring hearing protection (exposure to noise above action levels)	<input type="checkbox"/> Regular work with respiratory irritants/ allergens (exposure to dust, fumes, chemicals, fibres)
<input type="checkbox"/> Work requiring respirators or masks	<input type="checkbox"/> Work with vibrating tools/ machinery
<input type="checkbox"/> Work involving food handling	<input type="checkbox"/> Work with waste, refuse
<input type="checkbox"/> Potential exposure to blood or bodily fluids	<input type="checkbox"/> Face-to-face contact with members of the public
<input type="checkbox"/> Other (please specify):	

