

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:	Communications Officer	JEID	N0067
Salary Grade:	Scale K		
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 provide a high-quality marketing and communications service to promote council services and assist WCC in achieving its organisational objectives. To plan and deliver measurable projects and campaigns that promote specific messaging to key audiences, using the full range of owned, earned and paid communications.

Role Responsibilities

Planning & Delivery of Campaigns

- Utilise innovative marketing techniques to plan, execute, manage and evaluate campaigns, achieving key performance indicators and council-wide outcomes
- Develop and co-ordinate data and insight to inform communication plans
- Co-ordinate the effective use of social media to promote services and key messages, including maintaining social media accounts and schedules
- Undertake budget monitoring for campaigns and ensure the cost effectiveness of marketing activity is measured, reviewed and evaluated
- Work on WCC Newsdesk on a rota system, managing media releases and responding to media enquiries
- Generate communications activity including media releases/statements, articles, photo and video content, using the full range of channels as appropriate

- Negotiate advertising rates with suppliers and ensure paid campaigns are cost effective and measurable
- Promote relevant services and positive stories at all opportunities, developing and maintaining the WCC brand and reputation
- Take steps to proactively mitigate any damaging news stories and minimise any negative impact
- Organise and attend events, launches, exhibitions and photoshoots as needed.

Communication & Relationship Building

- Liaise, negotiate and collaborate with internal and external stakeholders including Heads of Service and their teams, councillors, members of the public and partnership agencies as required, building effective relationships to maximise marketing opportunities
- Provide advice, guidance and training to service areas and members as required.

Best Practice & Organisation

- Provide support to team as required including placing financial orders and recharges
- Keep abreast of local and national developments which have implications for service delivery as well as marketing and communication innovations and trends
- Improve and ensure effective data capture, developing and maintaining databases of customer and media information, maintaining accurate electronic records of actions taken.

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:		
A relevant Level 6 qualification in communications, marketing or related subject, or relevant experience	E	A
Membership of professional body	D	A
Relevant Experience:		
A minimum of 5 years' experience working at a senior level in communications, including having responsibility for handling reputation management issues and experience of working in a press office	E	A,I
Experience of creating and delivering all aspects of a communications and	E	A,I,P

marketing plan		
Experience of using digital, social media, image and video tools to create content and communicate with customers	E	A,I,P
Experience of paid digital marketing practices, including social, search and display advertising and email marketing	E	A,I
Experience of delivering cost effective, quality services, including commissioning services from providers such as graphics, printers and media agencies	D	A,I
Experience of successful partnership working with a range of organisations	D	A,I
Experience of working with and providing professional advice and guidance to managers of all seniority	D	A,I
Experience of using traditional media and digital media analytics tools to evaluate communications and marketing activity.	D	A,I,P
General and Special Knowledge:		
Working knowledge of Microsoft applications including use of spreadsheets and databases	E	A,I
Working knowledge of communications and marketing techniques and how to apply them to campaigns	E	A,I,P
Knowledge and understanding of equality and diversity and its relevance to the communications and marketing function	E	A,I
Knowledge and understanding of providing communications and marketing support in a public sector or political context	D	A,I
Skills & Abilities:		
Excellent communication, negotiation and interpersonal skills with the ability to deal with a variety of internal and external stakeholders including confidently liaising with the media	E	A,I,P
Able to work in a political context and work effectively with all key stakeholders including Elected Members, Senior Managers, partners, other organisations and the community	E	A,I
Ability to produce, deliver and evaluate marketing materials and campaigns	E	A,I,P
Strong organisation and time management skills with the ability to work under pressure and meet tight deadlines, being self-motivated to meet the needs of the service	E	A,I
Ability to produce and deliver quality and accurate documentation and presentations, including reports, media releases and statements, content for website and social media, ensuring they are suitable for specific audiences	E	A,I,P
Ability to work on own initiative as well as contributing as part of a team	E	A,I
Effective customer care skills, including how to understand, deliver and manage customer expectations via a range of channels	E	A,I
Ability to measure performance of communications and marketing activity by using a range of traditional and digital analytics tools to create reports and dashboards	E	A,I,P
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 be part of the communications and marketing media rota dealing with and responding to media/social media enquiries	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):	