

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: | Passenger Transport Senior Publicity Officer | JEID | M0016 |
| Salary Grade: | Scale J | | |
| Team: | Transport Delivery | | |
| Service Area: | Communities Group | | |
| Primary Location: | Warwick Shire Hall | | |
| Political Restriction | This position is politically restricted. | | |
| Responsible to: | Network Manager | | |
| Responsible for: | N/A | | |

Role Purpose

To lead on all passenger transport publicity/marketing issues within the Transport Delivery group

Role Responsibilities

1. To coordinate the Passenger Transport Development team
2. To lead on all matters relating to the Roadside Publicity software system including maintenance, development and managing the contract
3. To oversee the County Council's role relating to the regional passenger transport information system and journey planner
4. To consult and liaise with all relevant parties in respect of key public transport issues, including roadworks, road closures, etc..
5. To work with key partners in promoting and developing public transport services
6. To investigate and lead on all public transport technology issues

7. To lead on all matters relating to public transport publicity including production, distribution, roadside information and roadside infrastructure
8. To produce the County Public Transport Maps
9. To be responsible for all passenger transport input in respect of the County Council website
10. To be responsible for all passenger transport input in respect of social media sites
11. To be the point of contact for all public transport press and media issues
12. To lead on marketing and promotion in relation to public transport initiatives
13. To represent Transport Delivery on all matters relating to bus stops and bus shelters in conjunction with Transport Planning
14. To ensure that publicity and marketing expenditure remains within budget
15. To carry out other such duties as may be required from time to time by the Network Manager

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).

Essential Criteria

Assessed By:

| | |
|--|---------|
| Ability to develop and operate IT applications | A, I |
| Ability to work without supervision | A, I |
| Ability to meet challenging and inflexible deadlines | A, I |
| Experience of coordinating the duties and responsibilities of other members of staff | A, I |
| At least two years experience working in a passenger transport environment | A, I |
| Strong and effective oral and written communication skills, including the ability to write clear, concise reports and press releases | A, T, I |
| Educated to NVQ Level 3 or above | A, D |
| Excellent presentation skills suitable for a diverse range of stakeholders | A, I |
| Proven ability to achieve challenging financial targets | A, I |
| Sound geographical knowledge of Warwickshire | A, I |

| | |
|---|------------|
| Ability to understand and explain public transport timetables, and knowledge of passenger transport legislation | A, T, I, D |
| Experience of using, developing and maximising potential of social media | A, I |

Desirable Criteria

Assessed By:

| | |
|--|------|
| Knowledge of equality and diversity related issues | A, I |
| Ability to travel effectively around Warwickshire | A, I |
| Willingness to occasionally work outside normal office hours | A, I |
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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.

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|---|---|
| <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 checked="" 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 checked="" 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): | |