**Job Details**

Job Title: **COMMUNICATIONS OFFICER**

Post Number: POST000377

Directorate: Environmental and Community Services

Section: Communication Team

Post Grade: Grade: E

Responsible to Communications and Customer Services Team Leader

Responsible for Not applicable

**Job Purpose**

* To deliver high quality communications for the Council, working with key stakeholders to devise proactive and reactive campaigns as appropriate to achieve specific business outcomes.
* To ensure consistent and high corporate standards of customer service and communications are delivered.

**Main Responsibilities**

* Contribute to the development and implementation of effective external and internal communication plans that are aligned with the organisation's vision and objectives.
* Working with key stakeholders, identify and implement improved methods of communication to staff, incorporating the digital technologies and best practice to promote employee engagement, foster a positive workplace culture and support organisational goals.
* Develop the Council’s corporate staff newsletter and coordinate content and engagement with service managers and staff.
* Create engaging and impactful content across various channels, including intranet, email, newsletters, and digital platforms.
* Devise proactive and reactive campaigns as appropriate to achieve specific business outcomes.
* Contribute to the development and implementation of external and internal communication strategies to promote employee engagement, foster a positive workplace culture and support organisational goals.
* Measure and analyse the effectiveness of communication campaigns and provide insights to inform future strategies, proactively identifying areas for improvement.
* Provide advice, guidance and support on communications, public relations and media to managers, officers and members as required.
* Build strong relationships with stakeholders at all levels from across the organisation to understand their communication needs and ensure effective collaboration.
* Promote and facilitate improved access to the council’s media channels to increase social inclusion in line with the Council’s commitment to equality and diversity.
* Research, write and distribute new releases for the corporate communications and identify opportunities for positive news stories.
* Produce leaflets and other professional marketing materials to promote the council, internally and externally, in collaboration with other professionals within the Communications and Digital Media teams.
* Work collaboratively with key officers in the council on corporate projects as required.
* Contribute to and cover for the wider Communications team as required.

**Decision making**

* In consultation with the Communications and Customer Services Team Leader, agree content for the internal corporate newsletter and other publications and identify effective campaigns and communications strategies.

**Financial Responsibilities**

* N/A

**Key Contacts / Relationships**

* Build and maintain strong relationships and networks with stakeholders across the organisation, including employees, Heads of Service, service managers, Chief Officers and councillors.
* Work with partner organisations to support communication work they are engaged in.

**STANDARD CLAUSES**

**Health and Safety**

You will take reasonable care for your health and safety and have regard to other persons who may be affected by the performance of your duties in accordance with the provisions of Health and Safety legislation, Erewash Borough Council’s Corporate Health and Safety Policy Statement, associated protocols and health and safety management systems.

You will exercise proper care in handling, operating and safeguarding any equipment, vehicle or appliance provided, used or issued by the Council or provided or issued by a third party for individual or collective use in the performance of your duties.

**Equality and Diversity**

You will uphold Erewash Borough Council’s Equality and Diversity policies and practices in accordance with the Council’s policy and Equality Scheme. Erewash Borough Council will make any adjustments considered reasonable to the above duties under the terms of the Equality Act 2010 to accommodate a disabled employee.

**Training**

You will keep under review your own training and developmental needs and keep yourself informed of current issues and be alert to Erewash Borough Council’s and other relevant bodies training programmes and policies. You will be required to attend, from time to time, training courses, conferences, seminars or other meetings as required by your own training needs and the needs of the service.

**Performance Management**

You will ensure compliance with the Council’s employee performance standards and take the appropriate action to address issues that may arise. You will comply with the Council’s Data Quality Policy to ensure that all Council information you are responsible for is accurate, complete, up to date and fit for purpose.

**Confidentiality**

You will comply with and/or ensure compliance with the Council’s Data Protection Policies and the Data Protection Act and other relevant legislation. You will ensure that confidentiality is respected and maintained at all times. Where appropriate you will work with computers, new technology and associated systems as required and support staff in its use. You will comply with the regulations as set out in the Council’s ICT Information Security Policy.

**Customer Care**

You will promote and deliver fair and high quality customer care services that are sensitive and responsive to customers and in accordance with Erewash Borough Council’s Customer Care and Equality Policies.

**Environmental**

Erewash Borough Council is committed to protecting the environment and reducing its carbon emissions.  It is therefore the responsibility of all employees to minimise their impact on the environment whilst working for the Council.

**Safeguarding Children and Vulnerable Adults**

All employees and Councillors have a duty of care for the safeguarding of children and vulnerable adults. Any concerns about the behaviour of a member of staff or service users must be reported immediately, in confidence, to a Safeguarding Lead. Posts working directly with children and/or vulnerable adults will be designated to require a Disclosure and Barring Service (DBS) check before appointment and a recheck every 3 years.

**Other Duties**

This job description sets out the duties and responsibilities of the post at the time when it was drawn up. Such duties and responsibilities may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post. Any changes which are of a permanent nature will, following consultation with you, be included in the job description in specific terms and will be formally issued to you.

**Produced by: Stewart Millar, Communications and Culture Manager**

**Date:** **[Date] 16 August 2024**

**Version: 1.0**

**Declaration**

I understand and accept the job duties and responsibilities contained in this job description.

Signed..................................................................... Dated............................

**PERSON SPECIFICATION**

**Job Title:** COMMUNICATIONS OFFICER

**Post Number:** POST000377

**EXPERIENCE**

**Essential Criteria**

* Proven experience in internal and external communications, with a strong track record of delivering successful campaigns. *(A,I,T)*
* Proven experience in news reporting and writing, media law and ethics *(A/I)*
* Excellent interpersonal skills, including the ability to develop effective relationships with internal and external stakeholders at all levels and a diverse range of groups. *(A,I,T)*
* Experience in using data and analytics to measure communication effectiveness. *(A,I)*
* Proven experience in delivering communications objectives and meeting performance indicators *(A,I)*
* Good IT skills - ability to use the latest technology and applications to communicate with a variety of audiences. Includes experience and knowledge of web communication, content creation and management. *(A,I,T)*
* Experience of working collaboratively to deliver successful campaigns, communication strategies and/or major organisational projects. *(A,I)*
* Proven experience and knowledge of social media platforms and digital analytics to measure communications effectiveness*. (A,I,T)*

**Desirable Criteria**

* Experience in the public sector is desirable. *(A,I)*
* Knowledge of change management principles. *(A,I)*

**QUALIFICATIONS**

**Essential Criteria**

* Relevant degree or equivalent qualification in a related field (for example Communications, Journalism, Marketing or Business Management). *(A,I,D)*

**Desirable Criteria**

* Master’s in public relations or equivalent qualification*. (A,D)*
* NCTJ Diploma in Journalism or equivalent qualification in Communications and/or Media Studies *(A,D)*

**SKILLS & KNOWLEDGE**

**Essential Criteria**

* Excellent written and verbal communication skills with the ability to craft compelling content. *(A,I,T)*
* Excellent organisational skills – ability to prioritise workloads effectively and good time management. (A,I,T)
* Able to manage conflicting demands and multiple projects on time effectively and with confidence*. (A,I)*
* Creative and innovative thinker with a passion for storytelling. *(A,I,T)*
* Strong interpersonal and relationship-building skills. *(A/I)*
* Excellent written and verbal communication skills*. (A/I/T)*
* Ability to work under own initiative. *(A,I)*
* Awareness and commitment to equality, diversity and inclusion considerations, with a specific focus on inclusive communications. *(A,I,T)*

**OTHER REQUIREMENTS**

**Essential Criteria**

* Occasion evening work as required

**Desirable Criteria**

* Driving licence and access to a car

**ASSESSMENT KEY:**

*A* Application  **|**  *I*  Interview **|** *T*  Test **|**  *D* Documentation

**Version: 1.0: 16 August 2024**