

JOB DESCRIPTION

Directorate:	Executive's Department
Division:	Communications, Cultural and Civic Services
Post No & Job Title:	C39 Communications and Engagement Officer
Grade:	Grade 7
Responsible to:	C112 – Principal Communications and Cultural Services Officer
Responsible for:	No responsibility for employees
Main purpose of the job:	The promotion and marketing of Council initiatives. Co-ordination of consultation and engagement activities. Building and managing stakeholder relationships.

Main Duties and Responsibilities:

1. Work in a proactive and positive way to promote the Council and its services to a range of internal and external stakeholders including local residents, businesses, community and special interest groups.
2. Design, plan and deliver marketing campaigns from conception through to completion, in line with agreed requirements and corporate brand guidelines. Manage the contributions of others to ensure deadlines are met.
3. Manage the Council's stakeholder map, identifying new groups to build relationships with in order to reach key target audiences, including hard to reach groups.
4. Devise, organise and deliver promotional events, forums, presentations and meetings to consult and engage with community groups, Town and Parish Councils, Elected Members and other stakeholders on Council projects and initiatives.
5. Work proactively to implement the Council's Communications and Engagement Strategy in line with stakeholder communication needs and local and national campaigns to support the delivery of key business objectives.
6. Produce content across a wide range of channels, using specialist knowledge of individual channels and audiences to deliver effective communications. Ensure that the Council's corporate style is used consistently when producing marketing material.
7. Lead on the production of content for and maintenance of the Council's intranet.

8. Be committed to the Council's equality and diversity policy, ensuring that the Council's communications and engagement activities are inclusive to people of all backgrounds and abilities.
9. Deal with press enquiries, facilitating communication between the Council and the local media to meet media and other important deadlines.
10. Write press releases and articles for corporate publications issued by the Council.
11. Maintain records of images for use in communications and ensure these are used in accordance with the departmental procedure and data protection requirements.
12. Lead on the Council's corporate consultation work ensuring inclusivity, accessibility, transparency and best practice standards are met. Design and develop ways of presenting results in an engaging way including graphics and videos.
13. Maintain a proactive presence in the local community to build positive relationships with customers, colleagues, partners and external agencies such as health professionals, support agencies, charities and volunteer groups, as well as other stakeholders.
14. Represent the Council at events organised by customers, partners and external agencies to raise awareness of and promote Council services with communities and stakeholders.
15. Produce internal communications and briefings to deliver key messages and updates on Council projects.
16. Ensure that the content of the Council's website is accurate and up to date by regularly reviewing webpages and working with and the Senior Communications Officer to co-ordinate updates when required.
17. Co-ordinate and maintain information displayed at Council owned public areas across the Borough e.g. noticeboards, town centre monoliths.
18. Proactively use social media, ensuring that it is used to promote the Council projects positively.
19. Keep accurate records, produce reports and provide statistical data for analysis and performance management purposes.
20. Attend meetings and events as required out of normal office hours.
21. Carry out any other duties that are within the scope and grading of the post which could also be requested by the line manager or Head of Service.

DESIGNATED CAR USER

A designated car user status has been attached to this post.

SPECIAL CONDITIONS

Duties may include attendance at evening meetings and/or work outside normal office hours.

RESTRICTIONS

This is a politically restricted post.

This post is subject to exemption with reference to the Rehabilitation of Offenders Act 1974.

NOTE

The above job description sets out the main responsibilities of the Communications and Engagement Officer but should not be regarded as an exhaustive list of the duties that may be required. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the post holder during the Personal Development Review process.

All employees are expected to maintain a high standard of service delivery and to uphold the Council's policies in accordance with equality and diversity standards, and health and safety standards, and to participate in training activities necessary to their job.