



Job Description & Person Specification

Job Title:	Communications officer	Job Reference:	
Service:	Chief executive's		
Location:	Beech Hurst, Andover	Grade:	8
Reports to:	Communications Manager		
Date:	April 2018		
Our Values: We expect all of our employees to live by and demonstrate the Council's five key values of:			
Accountability, Ambition, Empowerment, Integrity, Inclusiveness.			
Main job purpose			
Deliver key messages to the community using various communications channels with minimal supervision. The post holder will be expected to exercise considerable professional judgement and to involve the Communications Manager for particularly complex or politically sensitive matters.			
Main responsibilities and duties			
Manage, structure and edit large amounts of complex information for various communications channels in consultation with colleagues. Develop and maintain networks to gather information about council activities and external issues that may impact on its work.			
Assist with the promotion of effective and increased usage of online and traditional communication channels. Work with services across the Council to develop creative digital content to increase engagement with residents, businesses and visitors.			
Plan and deliver effective social media campaigns to support projects and initiatives across the Council. Manage the Council's response to comments and enquiries from residents and customers on social media.			
Deliver key messages to the local community and media on corporate matters with minimal supervision.			
Achieve a comprehensive understanding of corporate priorities and community issues.			

Deliver comprehensive PR campaigns to promote the Council's work, including key projects.

Be the first point of contact for all media enquiries. Liaise with senior colleagues to draft statements and ensure they are approved by the relevant officers and cabinet members.

Monitor online and print media coverage and advise on its impact on public perceptions of the Council and provide advice on any response required.

Act as consultant advising service teams in the preparation of communications plans and tactics and associated communications budgets. Extensive knowledge and practical experience of communications approaches will be required to support the formulation of effective and deliverable plans.

Develop and deliver communications plans as required including writing, editing and preparing fact sheets and other material for publication, news releases and web content.

Commission and manage professional services such as design, print and advertising and ensure that communications objectives are met within agreed budgets and timescales.

Act as a sub-editor of Test Valley News. Commission and edit articles and set and meet production and distribution schedules for each issue. Seek opportunities to generate advertising and sponsorship income to offset production and distribution costs. The Communications Manager will give final approval for publication.

Plan, write and edit material for internal communications initiatives, including the weekly staff and members' information bulletins. Contribute material to the intranet and seek opportunities to develop new internal communication channels.

Demonstrate professional skill and judgement when informing and involving colleagues, Heads of Service, Corporate Directors, the Chief Executive and councillors. The post holder will have day-to-day contact with Cabinet members, other councillors and key officers and will therefore need to be confident in dealing with senior colleagues. The Leader of the Council is the Communications Portfolio Holder and will therefore be in regular contact with post holder.

As this is a small but very busy Communications Team, the post holder will be expected to cover some of their colleagues' work if another member of the team is on annual leave for example.

Act as the emergency contact centre communications coordinator or any other necessary role in the event of a major incident or other emergency.

To ensure that service delivery complies with current regulations, accepted professional standards, the Council's policies and procedures and appropriate legislation. This includes legislation on equalities, health and safety and safeguarding children and vulnerable adults.

Supervision and management
No line management responsibilities.
Resources
The postholder is not in control of any specialist resources.
Contacts and relationships
<ul style="list-style-type: none"> Contact with the public with risk of challenge or abusive behaviour.
Working environment
<ul style="list-style-type: none"> This is an office based role.

CRITERIA Everything included in this section needs to be able to be objectively measured in one of the following ways: application form, certificates, testing, interview or references.	ESSENTIAL DESIRABLE
Educational and professional qualifications	
<ul style="list-style-type: none"> English and maths 	E
<ul style="list-style-type: none"> Degree or equivalent in a related subject (e.g. communications, journalism, marketing), or equivalent experience 	E
<ul style="list-style-type: none"> Professional qualification (eg CIPR, CIM) 	D
Knowledge	
<ul style="list-style-type: none"> Advice on the most appropriate communication techniques 	E
Experience	
<ul style="list-style-type: none"> Significant experience of working in a public sector communications role 	E
<ul style="list-style-type: none"> Extensive experience of working with the media 	E
Key skills	
<ul style="list-style-type: none"> Responding to media enquiries and drafting high quality, 	

<ul style="list-style-type: none"> engaging news releases ▪ Use of social media and online communications ▪ Assimilating large amounts of information ▪ Excellent verbal and written communication skills ▪ Budget and project management skills 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>
Personal qualities and behaviours	
<ul style="list-style-type: none"> ▪ Political awareness ▪ Confidence to give professional advice to senior colleagues ▪ Commitment to get the job done ▪ Flexibility ▪ Energy 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>
Other Factors	
<p>Basic Disclosure check required</p> <p>Occasional evening and weekend working required to cover events, meetings and elections</p> <p>Must be able to travel to Hampshire wide locations and occasionally to further locations some of which may not be easily accessible by public transport</p>	
Corporate Responsibilities	
<p>All employees are required to adhere to corporate policies, procedures and codes of conduct; full details can be found on the intranet or from your line manager.</p> <p>Particular aspects include:</p> <p>Health and Safety - Every employee while at work has a duty to take reasonable care for the health and safety of himself/herself and of other persons who may be affected by his/her acts or omissions at work - Health and Safety at Work Act 1974.</p> <p>All employees are required to adhere to the Council's corporate policy, procedures associated with their duties and to undertake tasks/training in that context, as required.</p> <p>Safeguarding - This Council is committed to safeguarding and promoting the welfare of children and young people and vulnerable adults and expects all employees and volunteers to share this commitment, and to adhere to the Council's Safeguarding Policy.</p> <p>Equalities – This Council is committed to providing equal opportunities for all. We believe that employing people from different backgrounds with a range of perspectives and experiences helps us to deliver high quality services to all our residents. We employ people based on their abilities and potential, regardless of any protected characteristics.</p> <p>Social Media - Employees are required to adhere to social media corporate policies and to undertake tasks/training in that context as required. Employees must not</p>	

bring the Council into disrepute through their use of social media either personally or on behalf of the Council.

Financial – Employees are required to adhere to the Council's financial regulations and to undertake tasks/training in that context, as required.

Risk Management - Employees are required to adhere to the Council's risk management strategy and to undertake tasks/training in that context, as required.

Data Protection and Data Security - We hold and process information about our customers and as such we are legally obliged to protect that information. Data protection is important for the Council, and employees are required to understand and adhere to relevant policies and procedures.