



**North
Northamptonshire
Council**

Job Description and Person Specification

Job details

Job title: Communications Officer

Grade:

Reports to: Senior Communications Manager

Responsible for: N/A

Directorate and Service area: Chief Executive's – Communications and Policy

Purpose of the job

- Under the direction of the Senior Communications Manager, develop and maintain effective processes, plans and activities for communications, engagement and marketing between the Council and its customers, as well as internally with staff.
- Provide general marketing and communications support to the Communications team.

Principal responsibilities

- Assist the Senior Communications Managers in developing and delivering the communications service to ensure that residents, staff, and other stakeholders are kept informed and engaged.
- Support the delivery of communications and marketing plans through the creation and distribution of communications and campaign materials across a wide range of channels.
- Take an active role in managing back-office administration and processes ensuring the communication service runs efficiently and effectively.
- Support Communications Specialists across the remit of the service, which includes media relations, campaign delivery, social media, multimedia and internal communications.

Responsibilities applicable to this role

- Assist the Senior Communications Managers in developing and delivering the communications service to ensure that residents, staff, and other stakeholders are kept informed and engaged.
- Take an active role in managing back-office administration and processes ensuring the communications service runs efficiently and effectively.
- Under direction of the Senior Communications Managers, provide support for the following areas:

1. Press / Media (Journalists)

- Delivering an effective press and media service, including preparing press releases and dealing with media enquiries, in line with the Media Policy, to protect and enhance the Council's reputation.
- Be responsible for the monitoring and evaluation of media activity against corporate objectives as well as performance information for all aspects of press and media activity.

2. Social Media and communications channels (internal and external)

- Research and prepare creative copy as appropriate for Council channels.
- Under the direction of the Senior Communications Manager, ensure the Council's written and online publications including social media messages, web pages, staff newsletter, leaflets, booklets and other materials meet Plain English, accessibility and corporate standards, and maintain the corporate brand.

3. Marketing support

- Support the Senior Communications Managers in all areas of the marketing function including obtaining quotes for work and managing print and corporate communications projects with suppliers.
- Support the scoping of future work schedules and assist the team in managing the relationship with internal clients.

4. Other duties:

- In addition to the above areas, you will be expected to undertake any other duties as may reasonably be expected by the Senior Communications Managers, commensurate with the level of the post.

General responsibilities applicable to all jobs

1. Demonstrate commitment towards the delivery of the Council's vision, key commitments, values and behaviours.
2. Ensure corporate processes are followed and implemented for all areas of the postholders work and responsibility.
3. Carry out any other duties which fall within the broad spirit, scope and purpose of this job description and which are commensurate with the grade of the post.

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

Special features of the post

This post is Politically Restricted:

Under the Local Government and Housing Act 1989 this post is classified as a politically restricted or sensitive post. Holders of such posts are disqualified from seeking election to or being a member of the House of Commons, the European Parliament, or a Local Authority, other than a Parish Council

If there are any other special features of the job that need to be in the job description, please indicate them here.

The role may require some flexible working and anti-social hours. The postholder may be required to work occasional evenings and weekends depending on the nature of the task. They may also occasionally be required work additional hours during peak periods.

Person Specification

Attributes	Essential criteria	Desirable criteria
Education, Qualifications and Training	<ul style="list-style-type: none">• Educated to degree standard in relevant subject, or equivalent relevant experience.	Communications or marketing qualification or formal training in a related field

Attributes	Essential criteria	Desirable criteria
Experience and Knowledge	<p>Demonstrable experience of:</p> <ul style="list-style-type: none"> • Planning and delivering communications and marketing for a large organisation • Making sense of complex information and communicating it to others. • Using relevant channels and language to communicate effectively with audiences • Organising projects and events. <p>Demonstrable knowledge and understanding of:</p> <ul style="list-style-type: none"> • Working in a political environment. • Effective methods of communication. • How technology can be used effectively to communicate. 	<p>Experience of:</p> <ul style="list-style-type: none"> • Communications, marketing and/or media management within a political environment. • Experience working on design and branding projects
Ability and Skills	<p>Demonstrable knowledge of the ability to:</p> <ul style="list-style-type: none"> • Produce copy for a range of communications and marketing assets. • Develop marketing and campaign plans. • Analyse and make use of a range of information and insight, including technical/complex detail. • Present information appropriate to the audience using Plain English. • Learn effective use of IT systems. 	<ul style="list-style-type: none"> • Experience in the creation of video and/or photography for communications and marketing. • Experience in using design and desktop publishing software. • Experience using a website/intranet content management system.

Attributes	Essential criteria	Desirable criteria
	<ul style="list-style-type: none"> • Draft copy for the media and website, with an understanding of the political implications. • Gather information in a sensitive manner. • Ability to use social media and to draft compelling content, with an understanding of the political and reputational implications. • Ability to manage relationships with suppliers and attain value for money in terms of quality and price. 	
Equal Opportunities	Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs.	
Additional Factors	Ability to drive with access to a vehicle.	