

# Job Description and Person Specification

## Job details

**Job title:** Communications and Marketing Specialist  
**Grade:** Band 6 £38,220 to £40,777  
**Reports to:** Senior Communications and Marketing Manager  
**Responsible for:** N/A  
**Directorate and Service area:** Chief Executive's – Communications

## Purpose of the job

1. To manage and provide external and internal communications services including corporate communications, marketing, publications, advertising promotional campaigns and the cost-effective employment of all media for such purposes.

## Principal responsibilities

1. Provide corporate advice and implementation for senior managers, service areas and elected members on three or more of the specialist areas of communications (list in responsibility applicable to this role).
2. Take a lead in their areas of specialist knowledge, operating across services with minimal supervision and management.
3. Challenge existing established and proposed approaches to marketing and communications activities and, working with the Senior Communications Managers and service directors and managers, produce inventive and cost-effective strategies, ideas and actions for campaigns and one-off communications projects using appropriate media.
4. Persuade stakeholders of the validity and cost effectiveness of those recommendations and manage those ideas into projects within specified timescales and budgets.
5. Assist in the creation and maintenance of effective systems for the improved internal communications throughout the Council through the co-ordination of external and internal communications activity.

## Responsibilities applicable to this role

1. Provide corporate advice and implementation for senior managers, service areas and elected members on three or more of the following areas:
  - a. Advertising, campaigns and evaluation

- b. Service marketing management (e.g. Place & economy, Adult Social Care, Children's Services,
  - c. Copywriting and web and intranet content production
  - d. Digital design and branding
  - e. Internal Communications content production and management
  - f. Livestreaming and digital engagement
  - g. Media buying and placement (This includes managing agency relationships, deciding on agency suitability and measuring the effectiveness of agency services)
  - h. Press and media relations
  - i. Public relations advice
  - j. Social media management and content production
  - k. Videography and photography
2. Under the direction of the Senior Communications Managers, take a corporate lead on three or more specialist areas of communications as set out above.
  3. Develop new, more efficient and effective approaches to communications within services and council-wide.
  4. Manage relations with senior managers in directorates, attending meetings and supporting the workplans with accurate, reliable and timely communications initiatives.
  5. Deliver communications projects on time, within budget and that meet the objectives set out and agreed.
  6. Write clear concise copy for a variety of purposes and media and gain clearance for it within tight timescales so that messages are easily accessible and relevant. To monitor photography, design and print projects on behalf of council services.
  7. Ensure that accurate financial and performance information is maintained and reported to directorates / officers in respect of individual projects and overall in respect of marketing and communications services so that value for money is monitored and evidenced. Manage the marketing budgets of individual projects.
  8. Manage and develop the Council's corporate visual identity and design standards for consistency and in support of the Council's 'One Organisation' ethos.
  9. Review and monitor the Council's advertising arrangements and contracts for recruitment, statutory and promotional advertising and to secure tangible improvements in the appearance and effectiveness of the County Council's advertising agency to make sure that recruitment is carried out with consistency and professionalism.

10. Co-ordinate the training of staff across the Council in relation to the communications team's activities and associated corporate processes so people are aware of the processes they should go through in relations to communications.
11. Support the Council's media and communications activities in preparation for, and in the event of, a major emergency.
12. In addition to one or more of the above areas, you will be expected to undertake any other duties as may reasonably be expected by the Senior Communications Manager, commensurate with the level of the post.
13. 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.
14. Under the direction of the Senior Communications Managers, take an active role in securing efficiency and continuous improvement of the Communications Service.

### **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.

### **Working hours**

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

required to be part of the services' on call rota for 'out of hours' emergency communications.

## Person Specification

Communications and Marketing Specialist

<b>Attributes</b>	<b>Essential criteria</b>	<b>Desirable criteria</b>
Education, Qualifications and Training	<ul style="list-style-type: none"> <li>• Degree level education and / or equivalent experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Chartered Institute of Public Relations Diploma or similar (for instance: Chartered Institute in Marketing Diploma at Introductory level).</li> </ul>
Experience and Knowledge	<ul style="list-style-type: none"> <li>• Suitable level of experience in a relevant communications role.</li> <li>• Demonstrable knowledge and understanding of the principles of communications and marketing gained through previous work experience or through training such as the Certificate in Marketing validated by the Chartered Institute of Marketing.</li> <li>• Previous experience of writing communication plans and strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in local or central government or other public sector organisation.</li> <li>• Experience of working with elected members</li> <li>• Experience of working in a political and sensitive environment</li> </ul>

Ability and Skills	<ul style="list-style-type: none"> <li>• Good interpersonal skills and able to communicate well with clients from all levels across the organisation and interact competently with the staff, members, public, the media and external agencies.</li> <li>• Able to stay calm in difficult situations and work accurately to tight deadlines and under pressure.</li> <li>• Able to self-motivate and organise own workload with minimal day-to-day supervision.</li> <li>• Proficiency in IT packages – Outlook, MS Teams, Word, Excel, Power Point, MS Teams</li> <li>• Adobe design packages to advanced level (for specialist Digital Design roles)</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in using digital engagement tools (such as Mentimeter and Miro on Teams and Zoom)</li> </ul>
Equal Opportunities	Ability to demonstrate awareness/understanding of equal opportunities and other people's	
	behaviour, physical, social and welfare needs.	
Additional Factors	<p>Ability to work outside of normal office hours when needed in order to support emergency situations and priority projects with particularly tight deadlines.</p> <p>Ability to drive with access to a vehicle.</p>	