

WHERE  
CAREERS  
THRIVE

When potential  
is unlocked,  
talent *thrives*



West  
Northamptonshire  
Council

## Intern

### Communications, Chief Executive Directorate

Thank you for your interest in this role. Our vision at West Northamptonshire Council (WNC) is: 'to make West Northants a great place to live, work, visit and thrive'.

We truly stand by this and work hard every day to make this a reality, and at WNC it's about our people. People who thrive with ambition, bring new ideas, demand better ways of working, care about every detail, and who never shy away from a challenge.

Our culture is a gateway for new experiences. A place to forge new opportunities. To empower you in your career and unite you with like-minded people. When potential is unlocked, talent thrives.



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## **Purpose and impact:**

The role of the Communications Intern is to support the whole Communications Team in a wide range of activities, including, but not limited to helping with communications planning and monitoring, writing press releases, generating social media content, dealing with media enquiries, and internal communications.

## **Accountable to:**

This role is accountable to the Head of Communications, and sits within the Communications Team, part of the Chief executive Directorate in West Northamptonshire Council.

## **Responsibilities:**

- Working with specialists across public and media relations, marketing, social media, content generation, internal communications and events to ensure the best possible results from our activity.
- Undertake monitoring of media to ensure we have a clear understanding of how the council's work is being presented.
- Drafting social media posts, internal messages for staff and councillors, press releases and a variety of other written material as required.
- Supporting colleagues in the generation of digital content for a variety of channels.
- Attending and supporting colleagues at events to ensure they run smoothly and efficiently.
- Helping to compile our weekly members' briefing, monthly parish briefing, and resident newsletters
- Build strong working relationships with service areas and delivery partners to ensure collaborative approach to joint projects and responsibilities
- Undertake such other duties that are required commensurate with the role

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.

## Person specification:

The requirements for the role are outlined below and will be part of the selection process. Each of the criteria listed below will be measured by:

(**A**) Application Form, (**T**) Test, (**I**) Interview, (**P**) Presentation, (**D**) Documentation.

Minimum levels of knowledge, skills experience and qualifications required for this job.

<b>Skills and abilities:</b>	Essential / Desirable	Measured by
Interpersonal skills and ways of working - Have a confident manner and be comfortable working individually or as part of a team, demonstrating a willingness to learn and develop new skills.	E	I
Good written and verbal communication - Ability to articulate in verbal and written communications, with a good grasp of English language including grammar.	E	I
Able to work under pressure to deadlines or deal with potentially sensitive issues quickly and appropriately. Can effectively prioritise assigned work and tasks.	E	I
Able to build good working relationships with colleagues and external stakeholders	E	I
Familiarity with social media platforms (X, Facebook, Insta, TikTok)	E	I
Can draft basic copy for a variety of communications requirements without assistance.	E	I
<b>This is applicable to all roles in WNC that are required to use IT equipment:</b> Demonstrate effective use of Office 365 (incl. Teams, OneDrive, etc.) or willingness to undertake training during the probation period.	E	I

<b>Knowledge:</b>	Essential / Desirable	Measured by
Knowledge of PR and marketing processes and best practices	D	I
Awareness/overview of the role of the council in the wider environment of central and local government	D	I

<b>Relevant experience:</b>	Essential / Desirable	Measured by
Experience in copywriting and editing – can draft basic copy for a variety of communications requirements without assistance.	E	I
Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs.	E	I

<b>Education, training and work qualifications:</b>	Essential / Desirable	Measured by
Ability to demonstrate a good level of general education in numeracy and literacy to GCSE standard grades A to C	E	I
Evidence of commitment to NVQ level 3 or equivalent in a relevant subject	D	I,D

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates.

## Day-to-day in the role:

Hours:	37	Primary work base:	One Angel Square
Job family band:	BA02	Worker type:	Part-flexible
Salary range:	£26,083 - £26,495	Budget responsibility:	None
People management responsibility:	None		

Working conditions & how we work:

This role has been identified as a part-flexible worker type, this means that you will be able to work from other work locations and when not working from an office you will be working remotely for up to 3 days a week (including from home).

## Our organisational values and behaviours

Everything we want to achieve for West Northants depends on having the right people in place and doing the right things and we want all colleagues to THRIVE, both personally and professionally. Our values and our behaviours framework underpin how we work and what partners and customers can expect from us. We want to do our very best for our residents, service users and businesses and for our staff – we want everyone to THRIVE.

T	Trust	We are honest, fair, transparent and accountable. We can be trusted to do what we say we will.
H	High Performing	we get the basics right and what we do, we do well. We manage our business efficiently.
R	Respect	we respect each other and our customers in a diverse, professional and supportive environment.
I	Innovate	we encourage curiosity, we are creative and seize opportunities to grow individually as an organisation and as an area.
V	Value	We continually strive for best practice and ways of improving existing procedures, practices and systems and thereby promoting efficiency and cost effectiveness.
E	Empower	we believe in people, will listen, learn and trust them to make decisions. We help people to realise their ambitions.

“Valuing colleagues as individuals and encompassing our different perspectives to deliver our collective ambitions. One West inclusive culture.”

Should you require this document in another format or language, please contact: [Careers@westnorthants.gov.uk](mailto:Careers@westnorthants.gov.uk)

# When potential is unlocked, talent *thrives*

Choose a career that offers you a true sense of achievement, fills you with pride and challenges you in a positive way, everyday.

## The benefits of a career at WNC include:

- **People** are at the centre of everything we do. Without our people, we wouldn't be able to deliver services to the people in our community.
  - **Ambition** runs through everything we do at West Northants Council, we nurture and develop our people's ambition and willingness to succeed, to continually improve the service we provide to the community.
  - **Care** is at the heart of West Northants Council, we care in so many ways; seen and unseen, helping our colleagues and community to thrive.
  - **Flexibility** is key, we know work-life balance is critical to wellbeing, so we work hard to make sure our benefits package promotes and improves wellbeing; from annual leave, sick pay, family leave and flexible working, financial security offered by a local government pension scheme and life assurance, and discount schemes which make a difference to your day-to-day life, through to employee helplines offering free legal, health, financial and wellbeing advice and support.
- We want you to have balance and be happy.

