

Job Description

Job Title - Communications and content advisor (fixed-term 12-month maternity cover)

Job number

Grade S01 £30,151 - £32,020

Overall purpose of the job

To work as a communications and content advisor for the council, promoting, enhancing and supporting the work and reputation of the organisation through the provision of intelligent, timely, high quality communications.

Specifically the post holder will work as part of a team to deliver a coordinated multi-skilled corporate service dedicated to a specific area of the business the council delivering part or all of the following functions:

- Media handling as part of a regular rota dealing with all first line enquiries
- Communications, marketing and campaign content creation and delivery
- Digital and social media content delivery
- Setting up and supporting events and stakeholder insight and engagement
- Monitoring and ensuring effectiveness in communications

To work as part of a team to deliver a coordinated multi-skilled corporate service to deliver the agreed outcomes for business

- Driving innovation, creative thinking and alternative ways of delivering outcomes in line with cross Council objectives.
- Working closely across the wider team to ensure join up of communications to internal and external officers

Main accountabilities

Main accountabilities	
1.	Working closely with the departments and department leads to ensure delivery of a high quality and effective communications and marketing function to support existing or new services for the benefit of the residents of the county. Developing relationships to challenge and make decisions in an autonomous environment.
2.	Respond proactively and reactively to media – including social media - in a timely way ensuring that the Council's reputation and integrity is maintained, and provide support for the council's emergency communications response out of hours – by maintaining up to date information and protocols.
3.	Develop communications content, including that suitable for traditional media, web, digital and marketing campaigns, to proactively shape and manage internal and external customer involvement and engagement.
4.	Provide communications advice and support as appropriate, for staff and Members on social media, communication and marketing activities - including providing support for any necessary training
5.	Identify, collate and understand research and customer insight to help the team drive innovation and to ensure that all appropriate channels are used to reach and engage with different target audiences.

6.	Plan, deliver and support activities and events which help the council engage with key internal or external stakeholders – and delivering effective evaluation of their success
7.	Develop and maintain constructive working relationships across services, with Members, local communities, stakeholder groups, key partners, customers, suppliers and individuals.
8.	Support the Communications Manager and Senior Officers with the provision of reports on effectiveness and ROI and direct engagement channels to major stakeholders.
9.	Demonstrate awareness/understanding of equal opportunities, ensuring they are reflected in all the council's communications activities, and of other people's behavioural, physical, social and welfare needs.

Safeguarding commitment

We are committed to safeguarding and promoting the welfare of children and young people/vulnerable adults. We require you to understand and demonstrate this commitment.

Person Specification

Qualifications, knowledge, skills and experience

Qualifications Required	Subject	Essential/ Desirable
A'level or equivalent	Any relevant subject	Essential
Degree or equivalent	Any suitable subject	Desirable
Evidence of successful completion of courses which develop technical skills delivered by a recognised internal or external supplier	LGSS/CIPR/CIM/LGComms/Comms2.0	Desirable

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

Identify	Describe	Essential/ Desirable
Knowledge		
Experience of developing communications and marketing plans and their delivery	Knowledge & understanding	Desirable
Knowledge and experience of using a wide range of communications, marketing and engagement tools	Knowledge & understanding	Essential
A understanding of the environment in which local government operates	Knowledge & understanding	Desirable
Skills		
Working together	Identify needs and initiatives for joint approaches to delivering services. Work across and outside typical groups.	Essential
Integrity	Proactively identify and reliably respond to challenges to improve customer satisfaction. Communicate this to colleagues and customers effectively.	Essential
Respect	Identify the impact of own work on colleagues and customers. Understand future needs and challenges	Essential
Excellence	Respond to and tackle current and future challenges.	Essential
Effective communication	Excellent communication skills including writing and verbal presentation skills. Ability to translate complex information into compelling and meaningful responses – often in a time sensitive situation.	Essential
Partnership working	Ability to promote the wider activities of the council and share responsibility for cross-service boundaries, especially in the public domain.	Essential
Experience		
Productive relationships	Experience in fostering positive and constructive relationships with and amongst team members, elected Members and with peers and more senior officers across and outside the organisation.	Essential

Customer focus	Experience of the planning and delivery of successful and innovative engagement with communities and be able to evidence how this has promoted good customer relations.	Essential
Presentation of information	Experience of preparing meaningful and concise written and visual communications which have delivered successfully over a range of different channels. Understanding and experience of working with sensitive and personal information safely.	Essential
Negotiation	A background of engagement in positive dialogue and of offering a degree of appropriate challenge to more senior officers to achieve desired outcomes. Ability to manage expectations inside the authority and with partner agencies to successfully deliver in an atmosphere of competing priorities	Essential
Communications and Marketing	Experience of planning and delivering communications and marketing activities to support and deliver within a complex organisation. Experience in using a range of communications and marketing technology/ software and of supporting others to maximise their use and effectiveness	Essential
Equal opportunities	Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs	
Safeguarding	Demonstrate an understanding of the safe working practices that apply to this role in relation to the wider team and suppliers.	

Job context

The communications function across Cambridgeshire County Council aims to tell the story of the organisation via its vision and seven ambitions, as delivered by its services and the decisions their Members take which make a difference to the people who live, work and visit our area.

Our role is to build and deliver a compelling narrative which is understandable, engaging, reaches the right audiences in the right ways at the right times, and - by encouraging transparency, pride and advocacy – helps the council achieve its ambitions, recruit and retain the very best employees and encourage participation in democracy.

The Communications and Content advisors will work across the council, dealing with and understanding the local government system and being instrumental in the delivery of the council's communications plans to support corporate objectives – working on their own initiative to handle all initial external media and internal communications first contacts and dealing with each appropriately as part of a rota, managing sensitive and personal information – escalating issues

as appropriate and ensuring answers are signed off in accordance to the council's communications protocols.

They will report either to a communications manager or senior communications officer, supporting them to develop and deliver reporting materials to engage and update a range of stakeholders and will offer indirect management support to communications assistants.

In addition they will need the ability to work on their own initiative to take responsibility for specific campaigns and news activities and external events and build content for releases, campaigns, videos, infographics and imagery across the council's social media platforms – engaging with staff and Members at all levels, and with partners and members of the local community.

They will also develop plans for and provide communications support for corporate or project specific public facing consultation and engagement activities.

This is a role revised following a restructuring of the communications team to deliver a single and joined up service for Cambridgeshire County Council.

It reports to a Communications Manager but will also have clear but indirect reporting links to other officers across the team to ensure a joined up communications approach – internally and externally.

The Communications and Content Advisor roles will be to manage and deliver appropriate responses to all first line communications approaches across all channels which support the key priorities of each council - and to create and deliver content for projects across the council, including:

- Working with media at all levels – national, regional and local - and preparing responses which support and protect the council's reputation
- Using research and insight to deliver on the corporate strategy and work in the most effective way to reach key audiences
- Delivery of communications activities around change and staff behaviours
- Developing creative ideas and content which resonate with the key audiences
- Delivery of new communications approaches- including use of web and digital
- Use of research, insight and evaluation.