



Job Description

Job Title: Communications Assistant

POSCODE:

Grade: 5

Overall purpose of the job

This role supports the Communications Team by:

Maintaining key communications channels aimed at a variety of external and internal audiences

Planning and monitoring campaigns and communications to help evaluate effectiveness

Creating online and visual content for social and traditional media

Supporting at events and workshops aimed at engaging with specific audiences

Supporting the communications outputs by helping to deliver key functions across the team, from supporting the media, web, internal and policy and public affairs teams or administrative support where required.

Main accountabilities

Please list the accountabilities in descending order of priority. Please include 6-9 accountabilities.

	Main accountabilities
1.	Works under the direction of communications managers to help support the communications objectives for the council
2.	Research market trends, demographics, competitor pricing, campaigns, initiatives and other relevant information that helps the council develop SMART marketing and communications plans.
3.	Assists in creating a wide range of communications materials, within the councils brand. Provides fact-checking, copy-editing, basic design creation and formatting assistance during the creation of materials for a range of channels.
4.	Helps generate, research and plan social media content for the councils channels. Updating intranet pages and content.
5.	Help contribute to the research, planning and execution of campaigns across CCC .
6.	Creating infographics, video and photography for use across all council channels.
7.	Coordinating and writing content for a range of audiences and channels.
8.	Maintaining planning registers for a variety of communications activities, provides basic reports to support the monitoring of effectiveness.
9.	Provide tactical support to the communications managers on a range of different initiatives
10.	Demonstrate an awareness and understanding of equality, diversity and inclusion.
11.	Ability to contribute to our commitment of becoming a Net Zero organisation by 2030.
12.	Safeguarding commitment (<i>Include for roles involving work with children/vulnerable adults</i>) 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

Minimum level of qualifications required for this job

Qualifications Required	Subject	Essential/ Desirable
5 GCSE passes	Maths and English	Essential
A levels or equivalent	English, communications, visual arts	Essential
Further Education	Communications related	Desirable
Clean driving licence		Essential

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

Identify	Describe	Essential/ Desirable
Knowledge		
Understanding of and keen interest in communications tools and products and their likely audiences	Social media platforms such as Facebook, X, Instagram etc.	Essential
Understanding of the current communications environment	24hr news agenda, unmediated communications,	Essential
Understanding of the key issues facing fostering services in the public sector	Budgets, demand management etc.	Desirable
Key issues facing Cambridgeshire	Key issues facing Local Authorities	Desirable
Skills		
Excellent verbal and written communications	Excellent verbal and written communications	Essential
Competent use of all major Microsoft products	Word, Excel, PowerPoint	Essential
Creativity, Teamwork, Organisation, Planning, Reliability, Punctuality		Desirable
Competent in making social media content – infographics, video clips, animations etc.	Competent in making social media content – infographics, video clips, animations etc.	Desirable
Experience	Give an idea of the type and level of experience required do not specify years of experience.	
Successfully supported or developed multimedia communications project for an organisation – including liaison with traditional and non traditional media	Paid or voluntary	Essential
Has an active interest in social media and a good awareness of different platforms their use and reach	Runs own social media presence	Essential



Equality, Diversity and Inclusion (applies to all roles).	Ability to demonstrate awareness and understanding of equality, diversity and inclusion and how this applies to this role.	Essential
Net Zero (applies to all roles).	Ability to contribute towards our commitment of becoming a net zero organisation.	Essential
Safeguarding (applies to all roles working with children/vulnerable adults)	Demonstrate an understanding of the safe working practices that apply to this role. Ability to work in a way that promotes the safety and well-being of children and young people/vulnerable adults.	Essential

Disclosure level

What disclosure level is required for this post?	None	Standard
	Enhanced	Enhanced with barred list checks

Work type

What work type does this role fit into? (tick one box that reflects the main work type, the default work type is hybrid)	Fixed	Hybrid	Field	Remote	Mobile
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