

Job Description

Job Title: Communications and engagement officer

POSCODE:

Grade: SO1

Overall purpose of the job

The post holder will work to help deliver multi-faceted communications about projects, delivering communications plans to ensure GCP projects get the attention they deserve.

Main accountabilities

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

	Main accountabilities
1.	<p>Engagement</p> <p>Plan and implement engagement strategies with local and statutory stakeholders to help inform the direction of sustainable infrastructure projects.</p> <p>Ensure as projects/schemes develop the appropriate communications are in place to inform relevant audiences.</p> <p>Analyse and present key findings from activities via reports and presentations.</p>
2.	<p>Events</p> <p>Manage and organise communication events, such as public exhibitions, opening ceremonies, online and site visits to promote high-profile projects. This includes participation at exhibitions and answering questions from the public face-to-face.</p> <p>Ensure that the information is displayed appropriately and the correct facilitators and technical staff are in attendance and, where necessary, facilitate group discussions.</p>
3.	<p>Communications</p> <p>Research, write and design engaging copy, optimised for use across a variety of communications channels, including web, social media, displays, news media, newsletters and printed leaflets.</p> <p>Respond appropriately to correspondence and other enquiries received from the general public, elected members and other stakeholders to ensure that information is accurate and delivers key messages from agreed communication strategies.</p> <p>Take part in a duty desk rota to manage and respond appropriately to media, social media and email. Provide a morning media summary to GCP staff and members.</p>
4.	<p>Digital</p> <p>Manage the GCP web pages to ensure they are relevant, up-to-date and reflect the activities of the project in liaison with project officers and digital teams.</p> <p>Produce and source imagery optimised for use across a range of media, commissioning from third parties where appropriate.</p> <p>Create, maintain and regularly disseminate a record of 'official responses' to frequently asked questions.</p>

5.	<p>Partnership working</p> <p>Work closely with the GCP Communications Team and across the GCP partners to ensure messaging is communicated promptly, accurately and effectively via comms channels.</p>
6.	<p>Personal and Project development</p> <p>Keep abreast of the latest developments, trends and preferences for digital media use and ensure GCP remains linked with its audiences through the most relevant channels.</p>
7.	<p>Monitoring and evaluation</p> <p>Develop and maintain appropriate databases, records, systems and audit trails to ensure communications are consistent, in line with the GCP vision, and monitored for success. Use metrics and analytics to assess the effectiveness of engagement strategies and advise on future improvements. Monitor social media channels to achieve a full understanding of the conversation around the GCP and opinions that may be forming of it. Produce regular reports to senior management.</p>

Safeguarding commitment *(Include for roles involving work with children/vulnerable adults)*

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
Key Skill Level 3: 2 'A' levels (4 AS Levels), ONC, OND, BTEC, NVQ level 3 or equivalent.	Relevant	E
Qualification or recent experience	Communications and/or community engagement qualification or experience	E
Qualifications in or recent knowledge and experience	Key Skill Level 4: Bachelor's degree; HNC; HND NVQ level 4 or equivalent; including professional qualification.	D

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

Identify	Describe	Essential/ Desirable
Knowledge		
Digital media	Knowledge and experience of marketing and communications techniques including the creation and use of printed and online materials and digital marketing.	E
Engagement	Experience and knowledge of community engagement	E
Working practices	Knowledge and experience of effective multi-disciplinary working	
Local government	An understanding of how local government can establish and maintain effective working relationships with partners.	
Skills		
Supervision	Self-management, the ability to use own initiative and to be proactive	E
Communication	Excellent written and editorial skills with ability to adopt style to audience and medium	E
Proof-reading	Ability to proof read and edit with a keen eye for detail and perfectionism	E
Horizon scanning		E

	Strategic oversight including foreseeing potential issues for the delivery of specific projects and able to take appropriate action	
Planning	Ability to plan digital strategies for proactive communications as well as reactive situations	E
IT	Good keyboard skills and working knowledge of Microsoft Office packages.	E
Organisation	Good organisation skills with the ability to work independently and to tight deadlines.	E
Flexibility	Ability to work flexibly regarding working hours to support incidents or events (weekends and/or evenings)	E
Experience	Give an idea of the type and level of experience required do not specify years of experience.	
Partnership working	Working with partners with competing goals, timescales and messages to achieve a coherent voice	E
Local Government	Experience of having worked for a local authority or public sector body	D
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.	
Safeguarding (include for 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.	