

## Job Description

Job Title: Communications Advisor

POSCODE:

Grade: S01

### Overall purpose of the job

To work as a communications 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 of both councils 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

|    | <b>Main accountabilities</b>                                                                                                                                                                                                                                                                                                                                                                |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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. Understanding and being aware of the intricacies and political sensitivities of two complex political bodies in order to represent and protect both authority's identities. |

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| 4.  | Provide communications advice and support as appropriate, for staff and Members on social media, communication and marketing activities - including providing support to 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 - 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 Snr Officers with the provision of reports on effectiveness and ROI and direct engagement channels to major stakeholders.                                           |
| 10. | Demonstrate an awareness and understanding of equality, diversity and inclusion.                                                                                                                           |
| 11. | Ability to contribute to our organisational commitment to becoming a Net Zero organisation by 2030.                                                                                                        |

## Person Specification

### Qualifications, knowledge, skills and experience

Minimum level of qualifications required for this job

| Qualifications Required                                                                                                             | Subject                        | Essential/<br>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/<br>Desirable |
|--------------------------------------------------------------------------------|---------------------------|-------------------------|
| <b>Knowledge</b>                                                               |                           |                         |
| Experience of developing communications and marketing plans and their delivery | Knowledge & understanding | Desirable               |

|                                                                                                  |                                                                                                                                                                                                                  |           |
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| Knowledge and experience of using a wide range of communications, marketing and engagement tools | Knowledge & understanding                                                                                                                                                                                        | Essential |
| An understanding of the environment in which local government operates                           | Knowledge & understanding                                                                                                                                                                                        | Desirable |
| <b>Skills</b>                                                                                    |                                                                                                                                                                                                                  |           |
| Working together                                                                                 | Identify needs and initiatives for joint approaches to delivering services.<br>Work across and outside typical groups.                                                                                           | Essential |
| Integrity                                                                                        | Proactively identify and reliably respond to challenges to improve customer satisfaction.<br><br>Communicate this to colleagues and customers effectively.                                                       | Essential |
| Respect                                                                                          | Identify the impact of own work on colleagues and customers.<br><br>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.<br><br>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 both councils and share responsibility for the Councils across service boundaries, especially in the public domain.                                                   | Essential |
| <b>Experience</b>                                                                                |                                                                                                                                                                                                                  |           |
| 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 |

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| 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                               | <p>Experience of preparing meaningful and concise written and visual communications which have delivered successfully over a range of different channels.</p> <p>Understanding and experience of working with sensitive and personal information safely.</p>                                                         | Essential |
| Negotiation                                               | <p>A background of engagement in positive dialogue and of offering a degree of appropriate challenge to more senior officers to achieve desired outcomes.</p> <p>Ability to manage expectations inside the authority and with partner agencies to successfully deliver in an atmosphere of competing priorities.</p> | Essential |
| Communications and Marketing                              | <p>Experience of planning and delivering communications and marketing activities to support and deliver within a complex organisation.</p> <p>Experience in using a range of communications and marketing technology/ software and of supporting others to maximise their use and effectiveness.</p>                 | Essential |
| <b>Other</b>                                              |                                                                                                                                                                                                                                                                                                                      |           |
| 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 |

**Disclosure level**

|                                                  |      |  |
|--------------------------------------------------|------|--|
| What disclosure level is required for this post? | None |  |
|                                                  |      |  |