

<b>Department</b>	<b>Corporate Resources</b>
<b>Job title</b>	<b>Communications Officer (media)</b>
<b>Grade</b>	<b>9</b>
<b>Base</b>	<b>County Hall, Glenfield</b>
<b>Responsible to</b>	<b>Media Relations Manager</b>

### **Your purpose is to:**

Plan, implement and evaluate communications to deliver agreed outcomes for the council

### **Your attitude and behaviours:**

**As a member of the council's communications unit you'll:**

- Be original – striving to explore new ideas and better ways of achieving our aims
- Always place our audiences at the heart of your work
- Be responsible for the council's reputation and always act in its best interests
- Be responsible for the council's money – acting in a business-like way
- Be positive, flexible and open to new ideas and ways of working
- Be determined and able to face challenges head-on and influence people to get results

### **Your corporate responsibilities are to:**

- Help successfully deliver the council's communications strategy
- Promote our values, and develop really strong partnerships
- Ensure the council's policies and procedures are applied
- Champion diversity and ensure our work supports equality
- Comply with health and safety rules

## **Within the communications unit:**

***You will plan and deliver communications activity which is designed to manage reputation, deliver behaviour change or generate income.***

This means:

- using media relations, commercial and social marketing techniques to deliver your communications objectives
- creating high quality content that can be used across several channels, including traditional media, social media, online, face-to-face engagement and internal channels
- using and maintain databases to support the effective planning, implementation and evaluation of activities
- working together as part of multi-disciplined teams so that our communications are integrated and make the most cost-effective use of our resources
- working within the council's corporate brand guidelines
- being alert to and escalating risks to the council's reputation

***You will evaluate your work – ensuring you are contributing to achieving the council's aims.***

This means:

- you will have a strong grasp on what you are setting out to achieve and how you will measure it
- ensuring your activity has clear reputation, behaviour change and/or income-related objectives which are evaluated on a monthly basis
- implementing research activities in order to identify priorities and evaluate activities
- working with colleagues in the departments to ensure our work contributes to council objectives
- using the team's planning, evaluation and reporting tools

***You will work in partnership.***

This means:

- working with internal colleagues to achieve corporate objectives
- advising officers and Members where appropriate and influencing to achieve aims
- working with communications teams in external partners, including health, police, districts, voluntary sectors and national bodies
- working as part of a multi-agency team in planning for and managing emergency situations
- ensuring the correct protocols are followed and that all work is undertaken with adherence to the relevant legal controls on local government publicity

***You will monitor the use of resources – making sure we get the most value from every pound we spend and every hour we dedicate.***

This means:

- monitoring spend and tracking the use of time so that we can manage performance, generate income, forecast demand and re-prioritise when necessary
- being part of an out of hours emergency call out team and work on a rota basis if required to ensure that there is cover for emergency enquiries out of normal working hours.\*

*\*In the first instance the rota will be staffed by officers working specifically in the 'media team'. Other officers may be required.*

*Undertake various other tasks and duties appropriate to the grading and responsibility of the post as requested.*

## **SPECIAL FACTORS**

**Subject to the duration of the need, the special conditions given below apply:**

- The nature of the work may involve the post-holder carrying out work outside of normal working hours.
- The post-holder may be required to attend, from time to time, training courses, conferences, seminars or other meetings as required by his/her own training needs and the needs of the service.
- Expenses will be paid in accordance with the Local Conditions of Service.
- Casual car user

**Leicestershire County Council is seeking to promote the employment of disabled people and will make any adjustments considered reasonable to the above duties under the terms of the Disability Discrimination Act 1995 to accommodate a suitable disabled candidate.**

**This job description sets out the duties and responsibilities of the post at the time when it was drawn up. Such duties and responsibilities may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot justify a reconsideration of the grading of the post.**

# PERSON SPECIFICATION

**Department:** Corporate Resources

**Job Title:** Communications Officer (media)

**Grade:** 9

**Service/Section:** Communications Unit

	Essential	Desirable	How Assessed
<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Educated to level 4 or relevant experience</li> <li>• A qualification from a relevant recognised professional body (e.g. media, marketing, communications)</li> </ul>	✓	✓	App
<p><b>Experience in</b></p> <ul style="list-style-type: none"> <li>• Planning, delivering and evaluating communications</li> <li>• Working in a press office or media, environment, with print and/or broadcast media</li> <li>• Producing content – for press releases, articles, advertising, videos, or social media</li> <li>• Spotting risk to reputation and delivery</li> <li>• Creative and production processes</li> <li>• Event planning and delivery</li> </ul>	✓ ✓ ✓ ✓	✓ ✓	Int /App / Task
<p><b>Knowledge of</b></p>			Int/App

<ul style="list-style-type: none"> <li>• The role of communications in a large complex organisation</li> <li>• Digital and social media</li> <li>• A range of research and evaluation tools and techniques</li> <li>• Equality and diversity and of communicating relevant key messages</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>		
<p><b>Skills/ Attributes</b></p> <ul style="list-style-type: none"> <li>• Excellent range of verbal and written communication, including editorial judgement and the ability to suit the needs of different audiences and channels</li> <li>• Able to build strong relationships with the media, partners or stakeholders</li> <li>• A commercial approach – able to spot opportunities and be creative</li> <li>• Able to manage your own work under pressure and prioritise conflicting demands</li> <li>• Able to present and deliver complex and potentially contentious messages in a clear and concise manner to a diverse audience</li> <li>• Flexible and willing to adapt in a changing environment</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li></li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li></li> <li></li> <li>✓</li> <li></li> <li></li> <li></li> </ul>	Int/App
<p><b>Factors Not Already Covered</b></p> <ul style="list-style-type: none"> <li>• Able to represent the authority in a suitable manner</li> <li>• Willing to work outside normal hours on</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> </ul>		Int/App

occasion as required by the service			
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