Gravesham Borough Council

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| Division: | Chief Executive’s |
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| Department: | Communications |
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| Post Title: | Senior Communications Officer |
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| Grade: | Scale 6 |
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| Hours | 37 – Although post holder is required to attend public events, council & committee meetings, and elections. Also, flexibility is needed in terms of hours worked to meet deadlines and deal with urgent matters. |
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| Responsible to: | Communications Manager |

**Job Description**

This job description is intended as a working document only, giving a guideline to the major tasks to be performed. It is anticipated that the post will develop as working practices change in order to meet the demands of the service, new legislation or policies of the council. It is expected the post holder will contribute to and assist in the development of such changes

**Job summary**

To support the Communications Manager in creating a strong and trusted brand for the council and protecting that brand externally with the public, partner organisations and the media and internally with all staff and Members

To support the Communications Manager in delivering the Council’s internal and external communications strategies, ensuring the Council maximises opportunities from modern engagement platforms and technology to establish a dialogue with audiences

**Main responsibilities**

To deputise for the Communications Manager in advising on communications and reputation management for the council and to advise Management Team and members on all aspects of this.

To deputise for the Communications Manager at Management Team meetings and council meetings where necessary.

To deputise for the Communications Manager in supporting elected Members and Management Team with the delivery of communications strategies and campaigns to support marketing of services and activities, brand building and delivery of key strategic messages aligned to the Corporate Plan.

Develop contacts with external media organisations and proactively work with them and other partner organisations to promote the interests and achievements of the council.

To deputise for the Communications Manager in leading the Communications Team to ensure a responsive service is provided to all departments including the planning and implementing campaigns where necessary

To contribute ideas and content for Your Borough, the council magazine.

To contribute to creative projects, including stills photography, video shooting and editing, and creation of graphic illustrations.

To support the Communications Manager in developing and maintaining the council’s social media channels.

To deputise for the Communications Manager in managing the media function of the communications team, working as a team on major press and media issues.

To support the Communications Manager in identifying appropriate new and developing communications methods for sharing council news and achievements

Evaluate effectiveness of communication campaigns.

To support the Communications Manager in ensuring effective internal communication and identifying appropriate channels for reaching all staff.

To procure advertising space and services where appropriate

**General**

To carry out such other duties as may be required of you, commensurate with the grade and level of responsibility, as directed by the Communications Manager.

To deputise for the Communications Manager as required in the Council’s Emergency Planning Operations which may involve duties outside the post holder’s normal job description and contracted hours.  In the event that an incident has occurred which disrupts the council’s ability to deliver its critical functions, the post holder will be expected to participate in the recovery stage which may include undertaking duties within the post holder’s competencies in other departments and/or at other locations.

A commitment and contribution to the Council’s Equal Opportunities Policy is an essential requirement of the post.

The post holder will carry out all duties and activities having regard to the provisions of the Health and Safety at Work Act 1974, and in accordance with any instructions from senior members of staff under that Act or any Council or Departmental Codes of Practice or Procedures.

The post holder must ensure that data quality and integrity is maintained and that data is processed in accordance with council policy, the Data Protection Act, the Freedom of Information Act and other legislation

The post holder will comply with Statute and Council Policy in all respects.

An awareness and commitment to section 17 which places a statutory duty on police and local authorities to work in partnership to reduce crime and promote community safety. It is also required that community safety is to be a thread running through all functions of the LA.

A commitment to excellent customer service and the values of the Council

**Person Specification**

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|  | Essential | Desirable |
| **Skills/abilities**  (Specific skills and abilities required to undertake the duties) | - Excellent interpersonal and verbal and written communication skills  - Ability to think strategically,  work creatively and work  under pressure.  - Ability to lead and motivate  others.   * Portfolio of stills photography and videography |  |
| **Knowledge**  (Particular knowledge which will be necessary to perform the work effectively, e.g. of specific legislation or regulations) | - Knowledge and understanding of marketing and digital media  - Good knowledge of Indesign and adobe suite products, Microsoft Outlook, Word and Excel, and video editing software  - Knowledge of using social media channels such as facebook, X and Instagram  - Knowledge of a variety of writing styles e.g creative writing skills for writing attention grabbing articles. | - knowledge of public sector operations |
| **Qualification training**  (Educational/vocational qualifications and other training)  **Verification will be required** | - Educated to degree level or  equivalent in communications or similar field e.g. Diploma in Public Relations, or be able to demonstrate an equivalent level of  experience within the Public Relations Field |  |
| **Experience**  (Level and type of previous experience) | - Experience of staff management - Experience in successfully working within a broad communications environment.  - Experience of developing positive relationships with a range of internal and external  stakeholders including the media | Previous experience of working in the public sector (either local government or the voluntary/  community sector |
| **Qualities**  (Particular qualities necessary to carry out the works, e.g. ability to work under pressure or work co-operatively in a team) | - Highly articulate, with excellent written, communications and presentation skills  - Confidence to deal with people  at all levels and from a variety of  organisations.  - Able to manage a complex  and varied workload.  - Able to work under pressure.  - Excellent Team worker.  - A keen and critical eye for detail both written and creative.  - Able to work with minimal  supervision.  - Organised and methodical  approach. |  |
| **Special conditions**  (e.g. willingness to work unsocial hours or wear a uniform) |  | Clean driving licence |