



Craven District Council

Job Description

Post Title	Communications Officer
Grade	SO1
Service	Communications, Partnerships and Engagement

Job Purpose:

Provide an effective and efficient communications (internal and external) function across the Council including social media management, media and press liaison, including extensive writing for the Council website. You will ensure communications are delivered through effective and efficient channels to protect and improve the Council's reputation.

Main Duties & Responsibilities:

- To provide an effective and efficient media relations, communication, and public relations service, working with local and national media both proactively and reactively.
- To facilitate and develop a two-way process of information exchange between the authority and both public and employees, to achieve positive effects, celebrate success and promote clear understanding of corporate direction and service priorities.
- To co-ordinate press and communication activities across the Council and assist in the development and delivery of service-based communications policies/plans activities where appropriate.
- Join cross council project, project boards to provide communication advice plus write and deliver communication plans for those projects
- To deliver internal communication initiatives with the aim of enhancing employee awareness and support of Council policies and services. This will include helping to develop content for the Council's intranet site and producing a monthly internal newsletter as part of the Council's Team Briefing process.
- To manage the Council's social media channels (Facebook, Twitter) and grow the reach to both promote Council services and promote behaviour change.
- Make judgements on the most appropriate way to respond to media and other stakeholder requests in line with communication strategies and protocols
- Develop excellent media relations with local media to ensure uptake of press releases and editorial and persuade and influence journalists where necessary.

This is to ensure that Craven builds a positive profile locally and regionally, and that the positive contribution which Craven District Council makes is reported and presented accurately and positively.

- Handle complex and sensitive media enquiries, brief journalists and write and distribute press releases and media statements in line with relevant media protocols
- To work with the Website Officer to contribute to the content of relevant sections of the internet and intranet sites.
- Devise and film short video clips that can be used on social media channels.
- Ensure the production of communications materials follows Corporate branding guidelines and is undertaken in line with customer needs and corporate requirements.
- To liaise directly between senior members and management and the media in dealing with sensitive media/PR issues.
- Working with Heads of Service, to promote understanding of the Council's policies and activities to develop a pro-active media and PR strategy for the Council.
- To carry out any other duties as required, which are reasonable in terms of the nature and level of the post, including evenings and occasional weekend working.

Supervised By:

Job Title: Communications, Customer Service and Partnerships Manager

Contacts:

Continuous contact with press, radio, TV and journalists etc, and responsible for maintaining the Council's image and standing with these media by personal contact.

Senior Members of the Council.

CEO, Senior Officers, including top management.

External partners.

Special Conditions:

Attendance at evening meetings.

Full driving license and own transport.

The job description is not a definitive list of tasks. It is designed to give an overall view of the job it is not an indicator of the sole requirements of the work required. It is expected that you will use initiative and develop your own style to achieve the overall purpose. The precise responsibilities may change from time to time in line with the organisational requirements of the Council. Reasonable adjustments will be made to working arrangements to accommodate a person with a disability who would otherwise be prevented from undertaking the work.

Person Specification

Communications Officer

Factor	Essential or Desirable	How Identified AF = Application form I = Interview T = Test R = References
<p>Qualifications</p> <ul style="list-style-type: none"> • Relevant degree and/or relevant higher education/professional qualification or significant private and public sector experience • NCTJ Certificate, IPR Certificate/Diploma 	E	Certificate
	D	Certificate
<p>Experience</p> <ul style="list-style-type: none"> • Writing press releases, newsletter content (e.g. newsletters, press releases), copy briefing notes • Designing, managing and delivering internal or external communications plans against a requirement brief • Creating engaging social media content including video content • Experienced in dealing with traditional media bodies (e.g. press, radio) • Experienced in using content management systems and website best practice (authoring, editing, page layouts) • Creating and editing newsletters <p>People Manager and Developer</p> <ul style="list-style-type: none"> • Influencing, diplomatic and assertive • Ability to mentor and coach to instil the desire and skills to identify PR opportunities and communicate using the website, lifting the ability of the organisation <p>Change Manager</p> <ul style="list-style-type: none"> • Able to create and use internal communications to support change and enable desired outcomes 	E	AF/I
	E	AF/I
	E	AF/I
	E	AF/I
	E	AF/I
	E	AF/I/R
	E	AF/I/R
	AF/I/R	AF/I
	HD	I/A

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Collaborative Worker <ul style="list-style-type: none"> Able to motivate and persuade colleagues and senior managers, when there is no direct management responsibility 	E	AF/I
Focused on the customer <ul style="list-style-type: none"> Happy to go the extra mile to ensure customer satisfaction Discretion in dealing with sensitive issues Approachable and helpful Political awareness An understanding of the public sector Understanding of diverse needs and their impact in a service environment 	E	I
	E	AF/I/R
	E	AF/I/R
	D	AF/I/R
	D	AF/I/R
	E	I
Personally effective <ul style="list-style-type: none"> Ability to balance priorities and deadlines High degree of self-motivation and enthusiasm Resilient, tenacious and positive Able to work under pressure on a wide range of issues Must be prepared to work flexible hours to provide press office cover including evenings, weekends, Bank Holidays and times of crisis 	E	I/T/Examples of projects
	E	AF/I/R
	E	AF/I/R
	E	AF/I/R
	E	AF/I/R
Communicator <ul style="list-style-type: none"> First class verbal and written skills, with the ability to write for a variety of different mediums and adapt style as appropriate including writing for the web Excellent interpersonal skills Ability to draw out the key messages from complex information 	E	I/T/Examples of projects
	E	AF/I/R/ Examples of projects
	E	I/T

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<ul style="list-style-type: none"> Excellent IT skills, likely to be in the use of content management systems, web statistics packages, Microsoft Office suite, Publishing, Graphics and other creative packages 	E	I/T
<p>Planner and Organiser</p> <ul style="list-style-type: none"> Able to work on your own initiative and keep to tight deadlines 	E	AF/I/R/ Examples of projects
<p>Decisive Analytical Thinker</p> <ul style="list-style-type: none"> Strong and quick analytical ability 	E	AF/I/R/ Examples of projects
<p>Innovator</p> <ul style="list-style-type: none"> Flair and creativity 	E	I/T/ Examples of projects
<ul style="list-style-type: none"> Ability in using visual design to represent key values and ideas (or personality), build trust and support, and produce communication collateral 	D	I/Examples of projects
<p>Specialist Knowledge</p> <ul style="list-style-type: none"> Understanding of the public sector and local government structure 	D	AF/I/R
<ul style="list-style-type: none"> Understanding of the underlying structure of a web page or site, including meta data, and how this can be used to optimise target visitor traffic and success with search engines 	D	AF/I/R
<ul style="list-style-type: none"> Knowledge of web best practice and standards, particularly within local government (e.g. relating to accessibility) 	E	AF/I/R
<p>Equal Opportunities</p> <ul style="list-style-type: none"> Craven is an equal opportunities employer and requires its employees to carry out its policies concerning racial and sex equality and the rights of people with disabilities both in terms of equal opportunity for employment and access to the Council's services 	E	I
<p>Other:</p> <ul style="list-style-type: none"> Must be legally entitled to work in the UK 	E	AF