**SEFTON METROPOLITAN BOROUGH COUNCIL**

JOB DESCRIPTION

**Department:** Strategic Support **Location:** Sefton Agile

**Division:** Corporate Communications **Post No: POSN411737**

**Section:** Communications **Job Evaluation No.** 4486

**Post:** Communications Officer

**Grade:** G

**Responsible To:** Communications Team Leader

**JOB PURPOSE**

The post holder will work as part of a responsive and creative team helping to tell the story of our organisation.

**MAIN DUTIES**

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| * To develop and maintain excellent working relationships with senior officers, elected members, external partners, journalists and other key stakeholders to ensure the delivery of high quality communication advice, consistent messages, plans, products and research. |

* To support a busy media relations function, securing proactive coverage and handling reactive enquiries to protect and enhance the Council’s reputation
* To ensure that all work is well researched, evidence based, targeted, planned and evaluated ensuring a contribution to the Council’s priorities and Care Quality Commission assessments
* To help populate and maintain all communications channels with quality content to maximise engagement with key audiences this includes social media, website and print materials.
* To create and develop content using a variety of techniques, including use of video and photography, that are tailored to suit the audience and ensure accessibility
* To contribute to campaigns and publications and organise marketing, promotional, advertising materials

**GENERAL:**

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

The post holder will be asked to work outside of normal office hours from time to time.

Since confidential information is involved with the duties of this post, the postholder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

All staff have a duty to take care of their own health and safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.

The Authority has an approved equality policy in employment and copies are available to all employees. The post holder will be expected to comply with, observe and promote the equality policies of the Council.

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| **Note:** Where the postholder is disabled, every effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job. |

**Prepared by: Name** Andrew Daniels

**Designation** Corporate Communications Manager

**Date** October 2024

**PERSON SPECIFICATION**

Post: Communications Officer Post No. **POSN411737**

Department: Strategic Support Division: Corporate Communications

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| Personal Attributes Required  (considerations) | Essential (E)  Or  Desirable (D) | Method of Assessment  (suggested) |
| **QUALIFICATIONS/TRAINING**  Relevant qualification or demonstrable experience in PR/digital media and/or journalism to degree level or equivalent  Evidence of continual professional development | E  E | AF  AF/T/I |
| **EXPERIENCE**   * Experience in communications, public relations in a public body or large organisation * Experience of implementing communication plans in a complex organisation * To provide support to advise senior managers and politicians in complex/crisis situations. * A good understanding and insight into the workings and political processes of political organisations and working with elected members * Experience of dealing with sensitive, high profile and/or controversial issues in a diplomatic way to maintain the Council’s reputation and/or minimise the impact on the Council’s reputation. | E  E  D  D  D | These requirements will be assessed through one or more of the following methods  AF/I/T |
| **SKILLS/KNOWLEDGE/APTITUDES**   * Knowledge of media law, libel and copyright issues * Influencing and negotiating skills * Ability to build and maintain effective working relationships * Initiative and innovation, to think creatively and provide solutions to some of the communication challenges the organisation faces * Able to create content using a variety of techniques, including video. * Knowledge of local government and the policies affecting it including opportunities and challenges it faces. * Good oral, written, interpersonal and communication skills * Ability to balance a varied workload with conflicting deadlines in a high pressurised environment | E  E  E  E  D  D  E  E | These requirements will be assessed through one or more of the following methods  AF/I/T |
| **SPECIAL REQUIREMENTS**   * Must travel independently over a wide geographical area * Attendance at meetings outside normal hours * Responding to out of hours media and press requirements | D  E  D | These requirements will be assessed through one or more of the following methods  AF/I |

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| Prepared by: Andrew Daniels | AF | = Application Form |
|  | I | = Interview |
| Date: October 2024 | T | = Test |
|  | P | = Presentation |