

# Job Description

<b>Job Title</b>	Communications & Marketing Officer
<b>Grade</b>	PO2
<b>Reporting To</b>	Senior Communications & Marketing Manager
<b>JD Ref</b>	BUS0240G

## Purpose

A tactical and operational communications role that will deliver high value marketing projects, campaigns, visual and digital communication to support the organisation's priorities. As well as being responsible for the delivery of various marketing projects, the role will include producing and/or managing production of targeted content for external and internal audiences, including engaging written work for online and print, and creative visual and video content.

## Main Duties And Responsibilities

### Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values in the role and organisation.

### Corporate Communications & Marketing Duties & Responsibilities:

- Plan, develop and deliver marketing and communications plans and campaigns for selected target audiences to support core projects and objectives, and contribute to various income targets.
- Prepare detailed briefs to lead the Digital & Creative Officers to create effective communication products.
- Support the communications response for the Council during major incidents in the Borough.
- Deliver creative, high-impact, targeted communications, and marketing activity across a range of channels to support the council's strategic priorities.
- Contribute to the development and delivery of a corporate communications and marketing strategy.
- Develop campaign strategies as dictated by the council's corporate priorities.
- Develop, produce and project manage effective communications and marketing campaigns in liaison with Communication & Marketing Managers, Project Leads, and/or colleagues at all levels of the organisation.
- Assist in the preparation of reports for Council or Committee meetings, briefings, briefing panels and working groups as required.

- Contribute towards the development and delivery of the Communications & Marketing Strategy and the Corporate Plan by providing support to communications, campaigns, and projects, both internally and externally.

### **Communication, Engagement and Training:**

- Responsible for providing support and guidance to key personnel across the council in relation to communication and marketing matters.
- Work with colleagues across the council on communication, marketing, and digitally led projects.
- Work independently, using initiative and with a high level of autonomy, to play a lead role delivering campaigns, including deputising for Senior Managers when needed at meetings with both internal and external audiences and stakeholders.
- Identify and allocate tasks to colleagues as part of the project management of marketing campaigns, including monitoring progress and ensuring delivery.
- Organise, commission, and manage external photographic, video and artwork projects with external providers to support communications and marketing campaigns.
- As part of the Council's long term campaign strategies, ensure complex and complicated information is presented in an easy to understand and innovative manner, for a range of audiences, while maintaining high levels of accuracy and quality across all content.

### **Digital Manipulation & Analysis:**

- Develop and implement monitoring and evaluation methods to ensure campaigns are meeting identified targets and outcomes. Play a lead role in the project management of communications and marketing campaigns; making regular decisions and ensuring colleagues work to within agreed timescales.
- Identify channels that can be used for promotional purposes and produce creative and innovative content to support campaigns and online activity.
- Use dedicated equipment and software to produce high quality content for social media, including photography and video, ensuring that the communication and marketing materials produced by the division are of the highest quality and appropriate to the needs of our customers.

### **Compliance:**

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.

### **Other:**

- Any other duties commensurate with the grade.



## Role Specific Knowledge, Experience And Skills

### Qualifications

#### Essential

- Educated to degree level or equivalent, or able to demonstrate equivalent experience working in a similar role.

#### Desirable

- *Qualification in a communications-related subject such as English, communications, Public Relations, or marketing.*

### Knowledge & Skills

#### Essential

- Excellent verbal and written communication skills.
- Ability to work to tight deadlines, to work flexibly and to effectively manage conflicting priorities.
- Good interpersonal skills – ability to work with people at all levels of the organisation.
- Knowledge and understanding of a wide range of communications disciplines including working the media, internal communications, marketing and digital.
- Knowledge and understanding of varied social media platforms.
- Ability to deal with confidential, contentious, and sensitive material.

#### Desirable

- *Ability to monitor and evaluate marketing campaigns.*
- *Ability to work independently using initiative.*
- *Attention to detail.*
- *Political awareness*

### Experience

#### Essential

- Experience of working in a related position.
- Experience working as part of a team and individually, and meeting targets and deadlines.
- Experience of writing creative briefs and project management.

#### Desirable

- *Experience of working in local government or another public sector organisation.*
- *Experience of video production and editing.*
- *Experience of working in a political organisation.*
- *Experience of media related work, including writing press releases and working with journalists.*

### Additional Information

- Ability to travel across the Borough and work from various locations.
- Work hybrid, with a flexible working approach to accommodate service needs.



- On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

#### Health & Safety Considerations:

- Lone working
- Working outside
- Work with VDUs (Video Display Unit) (>5hrs per week)

**Approved By: Michael Callon – Head of Corporate Office**

**Date Of Approval: 22/02/2024**

