Applicant Recruitment Pack

Sefton is a really great place to live and work

Senior Communications Officer



Sefton Council

Welcome

Hello

I'm Andrew Daniels, Corporate Communications, Engagement & Marketing Service Manager.

It's an exciting time to join our Communications team at Sefton Council, and I'm looking for a Senior Communications Officer to join the team and strengthen our capacity.

This is a great opportunity for an experienced communications professional who enjoys working in a fast-paced environment, leading people and turning complex issues into clear, engaging communications.

You'll play a vital role in helping improve the health, wellbeing and independence of Sefton's residents by leading communication campaigns, engagement activity, media relations and reputation management across Sefton Council's Adult Social Care and Health & Wellbeing Directorate.

You'll help communicate the impact of services that support older people, adults with care and support needs, carers, families and communities across the borough. You'll lead campaigns that promote healthier lifestyles, reduce health inequalities, encourage prevention and early intervention, and raise awareness of the wide range of support available to residents. You will also support our pioneer Neighbourhood Health Programme, which shifts healthcare and social care services out of hospitals and directly into local communities.

I'm looking for someone who is creative and proactive, has sound professional judgement and, importantly, enjoys working collaboratively with others.

If you're looking for your next opportunity and want to help us tell Sefton's story and connect effectively with our residents, partners, and colleagues, we'd love to hear from you.

Thanks, and good luck with your application!

Sefton Council

Contents

Our Vision and Values 2
Our Successes and Key Projects 2
An Inclusive Workplace 3
Liverpool City Region Fair Employment Charter 3
About the Role 4
What We Can Offer You 5
Top Tips on How to Apply 6
Application and Selection Information 8
Appendix A & B – Senior Communications Lead 9
Full Job Description & Person Specification 9

About the Borough of Sefton

Sefton is a confident and well-connected borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The borough benefits from excellent transport links, providing easy access to major Northwest cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.



Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:

- **We put people at the heart of what we do** - ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other's views** - fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** - encouraging creativity and continuous development.
- **We are ambassadors for Sefton** - promoting the borough positively and proudly representing our communities.
- **We are responsive and efficient** - delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** - being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded Good by the Care Quality Commission (CQC), and our Children's Services also achieved a Good rating from Ofsted. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as the Cove Resort and Enterprise Arcade in Southport. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at www.sefton.gov.uk

An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve Navajo accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.

Our family-friendly policies and flexible working arrangements help staff maintain a healthy work-life balance.

For more information, please refer to our Equality, Diversity and Inclusion Strategy.

Liverpool City Region Fair Employment Charter

Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just



workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work,

opportunities for progression, strong employee voice, and a commitment to staff wellbeing. By aligning with the Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

About the Role

You'll play a vital role in helping improve the health, wellbeing and independence of Sefton's residents by leading communication campaigns, engagement activity, media relations and reputation management across Sefton Council's Adult Social Care, Health & Wellbeing services.

This is an opportunity to work on some of the Council's most important and rewarding priorities, helping people to live healthier lives, remain independent for longer, and access the support they need when they need it most.

Working alongside dedicated professionals, you'll help communicate the impact of services that support older people, adults with care and support needs, carers, families and communities across the borough. You'll lead campaigns that promote healthier lifestyles, reduce health inequalities, encourage prevention and early intervention, and raise awareness of the wide range of support available to residents.

From major public health initiatives and behaviour change campaigns to adult social care transformation programmes, community wellbeing projects and partnership working across health and care organisations, you'll be at the heart of communications that make a genuine difference to people's lives.

Join us and use your communications expertise to help create healthier communities, support vulnerable residents and shape services that improve outcomes for thousands of people across Sefton.

Please see **Appendix A and B** for a full copy of the Job Description and Person Specification.

What We Can Offer You

In return, we offer:

- A supportive and collaborative working environment.
- Opportunities for professional development and career progression.
- A role where your work makes a real difference across the organisation.
- Flexible working arrangements supporting work-life balance.
- A strong commitment to equality, diversity, and inclusion.

You will benefit from a comprehensive local government employment package which includes the following:

- Competitive salary in line with NJC Local Government Pay Scales.
- Membership of the Local Government Pension Scheme (LGPS), providing a secure, defined benefit pension with employer contributions.

Annual Leave and Work-Life Balance

- Generous annual leave entitlement, 28 days annual leave rising to 33 days with 5 years continuous service.
- Additional public (bank) holidays.
- Flexible working options to support a healthy work-life balance, subject to service needs.

Learning, Development and Career Progression

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

Health, Wellbeing and Support

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.
- Policies that promote physical and mental wellbeing in the workplace.

Family-Friendly and Inclusive Policies

- Family friendly policies, including enhanced maternity, paternity, adoption, and special leave to support employees when they require time off work to deal with issues in their life outside of work.
- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.

Foster Friendly Employer Commitment

Sefton Council is proud to be a *Foster Friendly* organisation. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities. This commitment helps ensure that carers can balance their fostering responsibilities alongside their career, and reflects our dedication to supporting children, families, and those who care for them.

Additional Benefits

- Access to salary sacrifice and employee benefit schemes (where applicable).
- Opportunities to contribute to meaningful work that supports local communities.
- A supportive, values led organisational culture.
- Free parking at office bases (dependent).

Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.
- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses.

3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.

4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles.
- Emphasise impact - improvements, efficiencies, positive outcomes, or innovations.

5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

6. Showcase Transferable Skills

- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.
- Provide examples that demonstrate these effectively.

7. Check Your Application Carefully

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

8. Submit Your Application Before the Deadline

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

9. Prepare for Potential Next Steps

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.

Application and Selection Information

The closing date for this vacancy is **Monday 4th January 2027**

Interviews will be held week beginning Interviews will be held week beginning Monday **11th January 2027** – In Person at Magdalen House

This vacancy may close sooner than the stated deadline if we receive sufficient applications.

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

Please ensure that you meet all of the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.

Appendix A & B – Senior Communications Lead

Full Job Description & Person Specification

SEFTON METROPOLITAN BOROUGH COUNCIL

JOB DESCRIPTION

Department: Strategic Support

Location: Sefton Agile

Division: Corporate Communications

Post No: POSN421657

Section: Communications

Job Evaluation No. A4898

Post: Senior Communications Officer

Grade: I

Responsible To: Marketing and Communications Lead

JOB PURPOSE

Under the leadership of the Marketing and Communications Lead and Corporate Communications Manager this post holder is responsible for delivering both the internal and external communications priorities for the Adult Social Care, Health and Wellbeing Directorate, including providing advice and guidance on significant reputational matters.

The post holder will work as part of a responsive and creative Corporate Communications team delivering both internal and external communications, with a focus on communication campaigns, engagement activity, media relations and reputation management

Working alongside professionals, you'll help communicate the impact of services that support older people, adults with care needs, carers, families and communities across the borough. You'll lead campaigns that promote healthier lifestyles, reduce inequalities, encourage prevention and early intervention, and raise awareness of the wide range of support available to residents.

JOB SUMMARY

As an enthusiastic and highly motivated communications expert, you will be able to manage and prioritise demanding schedules and deliver high-quality communications and engagement activity to promote and enhance the overall operation and reputation of the Adult Social Care, Health and Wellbeing Directorate.

You will have demonstrable experience of working in a busy news environment and be an excellent communicator. As part of the role, you will support staff at all levels in the Adult Social Care, Health and Wellbeing services, give communications advice and work closely with the media to maximise proactive communications opportunities.

You will be dedicated, well organised and creative in your approach in developing new and existing communication channels to meet the needs of our staff, children and young people, parents and guardians, elected members and the public.

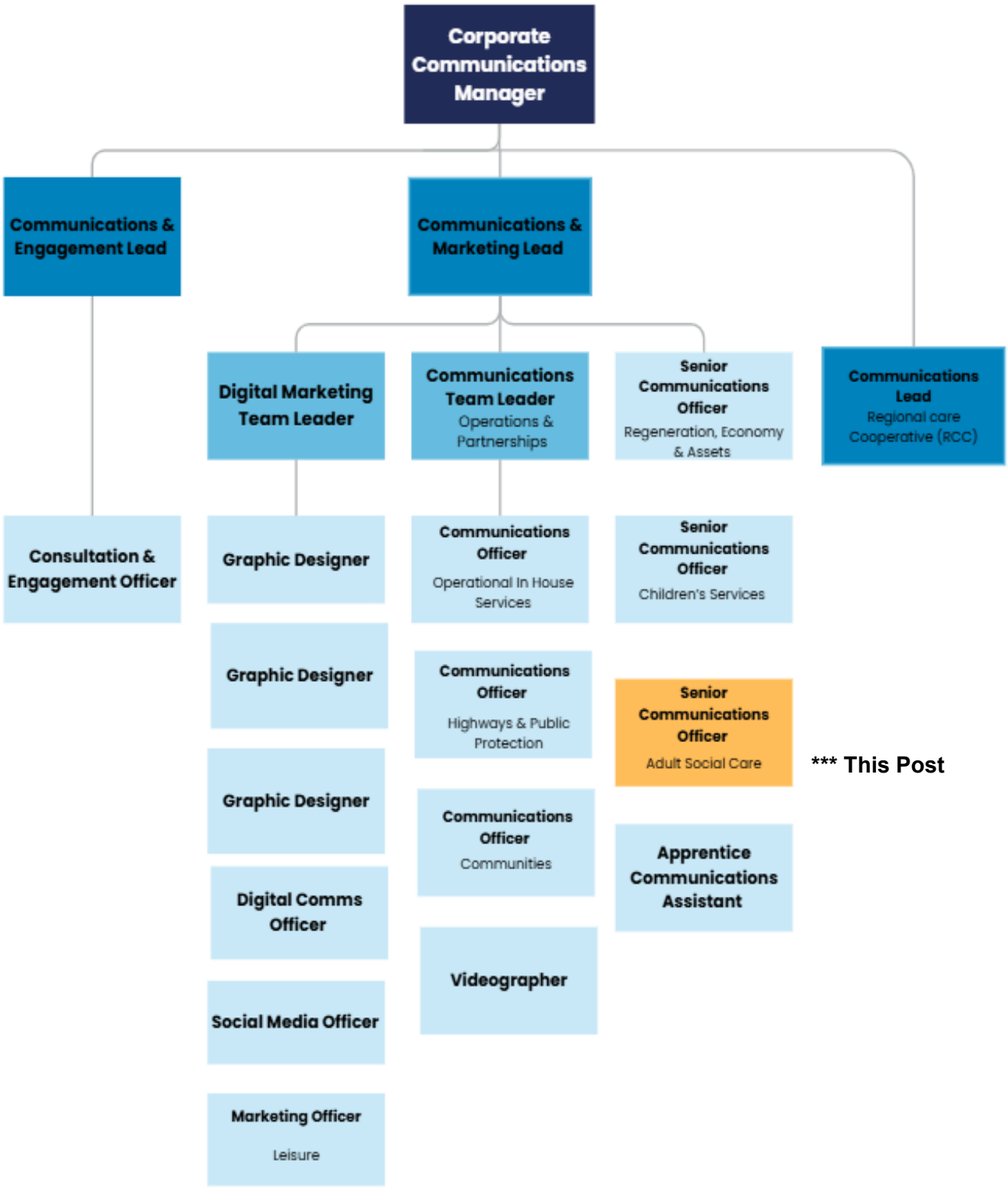
In this role you will lead on implementing and delivering all areas of Adult Social Care, Public Health and Wellbeing, including media and PR, external affairs and stakeholder engagement and internal communications. Your responsibilities will include :-

- Handling a large and constantly changing workload in a busy environment.
- Handling reputational issues under pressure; providing advice to a range of individuals on a number of different levels as well as being adept at managing relationships with individuals both within and outside the organisation.

MAIN DUTIES

- To act as Communications Business Partner for the Adult Social Care, Health & Wellbeing Directorate.
- To support the Marketing and Communications Lead and the Corporate Communications Manager to plan, develop and implement both internal and external communications activity for the Adult Social Care, Health & Wellbeing Directorate, ensuring that colleagues and communities have easy access to relevant, clear and honest information, in ways which suit them and have an understanding of the Council, its services, policies and objectives.
- To co-ordinate internal communication activities ensuring a One Council approach and consistency of message.
- To generate new initiatives and support change initiatives to improve employee motivation and engagement within the Adult Social Care, Health & Wellbeing Directorate.
- Manage the strategic coordination of the directorate's communications and marketing activity, contributing to a forward-planning for all channels.
- To develop and maintain excellent working relationships with senior officers, the leadership team, elected members, partners, journalists and other key stakeholders to ensure the delivery of high-quality communication advice, consistent messages, plans, products and research.
- To ensure that internal/external communications activity is well researched, evidenced, planned, evaluated and in line with Council priorities.
- To identify key areas for improving external and internal communications, developing new approaches that enhance and protect the reputation of the Council.
- To deputise for the Marketing and Communications Lead and Corporate Communications Manager as required.
- To contribute to a busy media relations function, securing proactive coverage and handling reactive enquiries to protect and enhance the reputation of the Council, in particular the Adult Social Care, Health and Wellbeing Directorate.
- 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.
- To provide internal communications support and generate content for internal communications channels and maintain the intranet.

ORGANISATION CHART



*** This Post

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.

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 November 2026

PERSON SPECIFICATION

Post: Senior Communications Officer **Post No.** POSN421657

Department: Strategic Support Communications **Division:** Corporate

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	E	AF
• Evidence of continual professional development	E	AF
EXPERIENCE		
• Experience in communications, marketing and public relations working in a public body or large organisation.	E	AF/I/P
• Experience of implementing communication plans in a complex organisation.	E	AF/I/P
• Providing support and advise to senior managers and politicians in complex/crisis situations.	E	AF/I/P
• A good understanding and insight into the workings and political processes of the Council and working with elected members.	E	AF/I/P
• 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	AF/I/P

SKILLS/KNOWLEDGE/APTITUDES • Knowledge of media law, libel and copyright issues. • Strong influencing and negotiating skills. • Ability to gain confidence of a wide range of stakeholders and to build and maintain effective working relationships. • 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. • Demonstrable initiative and innovation, ability to think creatively and provide solutions to some of the communication challenges the organisation faces. • Ability to support in the management of emergency situations and reputational crisis management. • Excellent oral and written skills. • Excellent interpersonal and communication skills. • Ability to manage a varied workload with conflicting deadlines in a high-pressured environment	E E E E D E E E E E	These requirements will be assessed through one or more of the following methods AF/I/T/P
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	E E E	AF AF AF

Prepared by: Andrew Daniels

Date: November 2026

AF = Application Form
I = Interview
T = Test
P = Presentation