

<b>Post title</b>	<b>Communications officer (Graphic Design)</b>
<b>Division / Section</b>	<b>Communication Services</b>
<b>Department</b>	<b>Corporate Operations</b>
<b>Responsible To</b>	<b>Communications Manager</b>
<b>Number of Post Holders</b>	<b>2.5</b>
<b>Acting up/ Secondment</b>	<b>No</b>

### **Purpose of Job**

Deliver specialist strategic visual communications as required across the Council and provide specialist professional guidance in relation to graphic design, developing and promoting best practice, demonstrating efficient and effective use of resources to meet the agreed communications objectives.

### **Major tasks/work activities**

Design and implement a range of visual communication projects and initiatives that support the successful delivery of Council's objectives, strategies and services, and contribute positively to its reputation. These projects include brand, service promotion, income generation, campaign and employee engagement collateral for print, display, web and digital media. Ensure materials are targeted to specific groups as required and use the most appropriate visual/graphic communication methods and best practice in the process.

Manage all aspects of visual communication collateral production from research, development and consultation to production and delivery, ensuring it conforms to relevant guidelines such as accessibility, and resolving issues when required.

Advise on the most appropriate form, range and scope of visual communications required for specific campaigns, engagement, income generation and service promotion, considering targets/outcomes and budget. Advise on appropriate expenditure to achieve efficiencies across the Council.

Contribute to the development and implementation of the Council's brand, and ensure that all communication across the Council, and to the wider community, are maintained to the highest standard as well as ensuring brand compliance across all Council services, campaigns and activities.

Procure suppliers and services to deliver projects as required, following the Council's procurement processes. Oversee suppliers and ensure effective delivery to meet project objectives, reporting on progress as required.

Contribute to the development, monitoring and evaluation of the impact of communication activities.

Contribute to the preparation and delivery information, advice and creative presentations on visual communication matters to senior officials, external partners, representatives, elected members and partnership groups.

Support continual improvement activity within the communications service.

Organise, maintain or develop manual or computerised filing and/or record systems.

Substitute for senior staff in their absence in respect of communication service issues and visual communication projects.

Contribute to cross-service/partnership initiatives or other appropriate working groups. Represent and advise on visual communications issues on the Council's behalf at local and national level.

### **Supervision and Management of People (Numbers and type of staff)**

No supervisory responsibility although the Post is expected to assist in management of multi-disciplinary teams, ensuring the allocation of work and delivery of projects within set timescales.

### **Creativity and Innovation**

Prepare visual communications for consideration by the client and advise on best value and effectiveness of approach.

Devise new ways of presenting visual communication to diverse audiences.

Create and develop conceptual copy for project themes, headlines and strap-lines which informs the direction and tone of Council campaigns and communication projects.

Collaborate with other communications officers on diverse communications projects.

Analyse a wide range of relevant information in relation to particular communication initiatives and specific projects.

### **Contacts and Relationships**

The post will have frequent contact with a wide range of contacts at all levels within the Council, external contractors and partner/external organisations.

### **Decisions (Discretion)**

The post will be allocated tasks from the Communications Manager who will provide advice and support where necessary.

The post is expected to work independently and to exercise initiative in carrying out the majority of duties without direct supervision, referring to the Communications Manager or Senior Communication Officer (Graphic Design) for guidance on complex problems.

Identify the staff to be consulted within the authority on visual communication matters and ensure that the appropriate senior staff within the department and elsewhere are directly involved, consulted and kept informed at all times of related developments.

In consultation with the appropriate staff, determine the best ways to develop visual communication tools to promote and explain Council policies and services.

Identify the need to respond to matters raised in the course of visual communication monitoring and progress these matters with the appropriate senior staff.

### **Decisions (Consequences)**

Determine the most appropriate form of visual communication required, considering the brief, budget and deadline.

Prioritise tasks and output to meet the required project timescales and ensure the outputs meet strategic objectives, comply with brand guidelines and meet target audience needs.

Identify the staff to be consulted on visual communication matters and in resolving issues.

Take cognisance of the sensitive and complex nature of the council's business and external issues, and ensure that visual communications outputs support a positive reputational outcome for the Council.

### **Resources**

Monitor allocated resources in relation to projects for which the Post has responsibility.

### **Environment – Work Demands**

The Post will work in a dynamic environment carrying out a wide range of high profile, creative and complex tasks within tight deadlines. At all times the Post must remain flexible and be able to respond effectively to new and conflicting demands.

### **Environment – Physical**

Although the post may be exposed to some physical demands these will be predominantly within the range of normal office based activities.

### **Environment – Working conditions**

Although the post may be exposed to some adverse working conditions these will be predominantly within the range of normal office based activities.

### **Environment – Work Context**

Although the post will have some requirement to take care in relation to the working environment, work activities and dealing with people this will not be more than the normal required of a council employee.

### **Knowledge and Skills**

The post will require knowledge and skills equivalent to a degree in a relevant discipline.

Graphic design skills and knowledge or a closely related area of activity, gained preferably within a large organisation, is essential.

Excellent interpersonal, communication and negotiating skills are essential, and the Post must be able to present visual communication content for a range of audiences and have a particular awareness of inclusivity and diversity issues.

Demonstrate an innovative, proactive approach to delivering communications campaigns and initiatives.

Ability to produce high quality work to meet tight deadlines is required.

Knowledge of working in a large, complex organisation and able to deal with conflicting priorities to achieve operational and strategic objectives is required.

### **Health and Safety**

The Council must abide by relevant health and safety and employment law, as well as the common law duty of care. All members of staff are required take care for their personal health and safety and that of others who may be affected by their actions or inactions. You are therefore required to carry out your duties in a safe manner in accordance with instructions and in compliance with safety rules/procedures, regulations and codes of practice. You are required to advise your line manager if you become aware of any unsafe practice or condition or if you have any other safety concerns and should comply with accident and near-miss reporting procedures.

If you supervise, manage or lead other staff, you are also responsible for ensuring that the Council's operations are carried out in such a way that ensures, so far as is reasonably practicable, the health, safety and welfare of those staff and that of any others who may be affected. You will therefore conduct relevant risk assessments and assign duties with appropriate instructions, in compliance with safety rules/procedures, regulations and codes of practice. You will address and/or escalate any issues of any unsafe practice, condition or any other safety concerns you identify or that are brought to your attention, taking appropriate advice as necessary and will ensure that accident and near-miss reporting procedures are understood and complied with.

### **Organisation Structure**

*(attach structure - specific to area of operation).*