

Post title	Senior Communications Officer
Division / Section	Communication Services
Department	Corporate Operations
Responsible To	Employee Communications Manager or Communications Manager
Number of Post Holders	4
Acting up/ Secondment	No

Purpose of Job

To undertake more difficult, complex or specialist strategic communications work as required across the Council and provide specialist professional guidance in relation to communications, developing and promoting best practice, demonstrating efficient and effective use of resources to meet the agreed communications objectives.

MAJOR TASKS/JOB ACTIVITIES

Manage the development, delivery and evaluation of communication or employee engagement campaigns and material to meet specific measurable objectives.

Communicate Council and partnership services, policies and initiatives effectively and target them as required to specific groups, using the most appropriate integrated communications or employee engagement strategies and both identifying and using best practice in the process.

Manage the production of key Council and partnership communications collateral, including customer or employee focussed content, advising on aspects relevant to campaign/behavioural change/marketing or employee engagement activities.

Provide direction to senior officers and elected members on major campaign/behavioural change/marketing or employee engagement campaigns and project work. Recommend ways in which communication tools/techniques can be used effectively to promote Council services and initiatives.

Develop and implement robust monitoring and evaluation of the impact of communication initiatives, and identify new opportunities for promoting the Council.

Ensure customer insight/intelligence informs strategic communication planning, ensuring communication activities, campaigns and collateral are targeted and appropriate channels are used.

Provide effective brand development, implementation and management, as well as ensuring a high standard of compliance across all Council services, campaigns and activities.

Support the procurement, overseeing and monitoring external suppliers/contractors and managing procurement frameworks and supplier relationship.

Develop and implement systems for managing the workflow and efficient delivery as well as job file management. Maintain manual or computerised filing and/or record systems.

Identify new communications techniques and technology, and other initiatives/developments that support achieving the Council's and the team's objectives.

Contribute to the development, and manage the implementation, of the team workplan and develop operational protocols and guidelines that ensure work is of the required standard and meets statutory and service objectives.

Provide information and advice on communication and employee engagement to senior officers, external partners, representatives, elected members and members of the public.

Develop and maintain close and effective links with colleagues across the Council to ensure that the communication service meets their needs and responds effectively to Council priorities

Provide support and challenge to other members of the communications team, championing continual improvement, proactivity and best practice.

Prepare reports, briefing materials and presentations on communication matters for chief officials, council members, submission to committee or cascading to departments.

Represent and advise on communications and employee engagement issues on the Council's behalf at local and national level and, where required.

Contribute to and, where required, take the lead in cross service/joint agency initiatives or other appropriate team and working groups, make professional presentations to the public, media, clients and community groups and deliver specified outcomes.

Substitute for senior staff in their absence in respect of departmental issues and communication projects – this can be at local, national or international level.

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

No line management responsibility although the postholder is required to coordinate multi-disciplinary teams when responsible for the delivery of a projects.

Creativity and Innovation

The post demands a high level of creativity and commitment to updating skills and knowledge in a constantly changing communications environment.

The Post will be required to assist in the development and management multi-disciplinary creative projects involving clients and colleagues to successful delivery within time and resource constraints to reflect required standards.

The Post will also be required to provide creative direction on major campaigns and projects as well as create new and fresh ideas for communications material to translate policy into effective communications messages.

Contacts and Relationships

The Post will be required to play a key role in crisis management both internally and externally – communicating and liaising at all levels in local and national emergencies. This may often require the Post (where appropriate) to provide an out-of-hours emergency response service.

The Post will have frequent - often daily - contact with a wide range of contacts at all levels outwith the Council and to Lead Member and Chief Officer level within the Council.

Local, national, international and specialist media (where appropriate).

The Post will be required to monitor contracts and managed relationships contracted and framework suppliers.

Decisions (Discretion)

Planning and prioritising own workload within given timescales and overall workplans.

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

The Post is expected to work independently, and to exercise initiative in carrying out tasks, referring to the Manager for guidance as necessary.

Decisions (Consequences)

Determine the most appropriate form of communication strategy and planning 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 communication campaign and planning matters and in resolving issues.

Take cognisance of the sensitive and complex nature of the council's business and external issues, and ensure that communication 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 multi task and respond effectively to new and conflicting demands, generating solutions with an awareness of possible budgetary constraints.

The post requires wide awareness of the complex and sensitive nature of the Council's business, external issues and the role communications plays in communicating with a range of stakeholders. This also involves the Post alerting and briefing/advising senior elected members and officials on courses of action to protect or promote the Council's reputation.

Identify the staff to be consulted within the authority on, marketing or internal communications 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.

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.

Ability to deliver an innovative, proactive and effective communications and/or employee engagement campaigns and initiatives in a similar organisation or environment is required.

Demonstrate the ability to work collaboratively as part of a team both within Communications and across different functions of the Council

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

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

Health and Safety

The Council must abide by relevant health & 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).