

Person Specification

Position Title	Senior Communications Officer
Division / Section	Communications Service
Service Area	Corporate Operations
Responsible To	Employee Communications Manager or Communications Manager

Person Specification

Qualifications, training and professional membership	• Qualified to a relevant degree level or equivalent evidence of experience	Essential
	• Membership of a relevant professional body	Desirable
	• Evidence of continuing professional development	Essential

The successful candidate will demonstrate evidence of the following experience, knowledge, skills and understanding. Evidence will be sought for selection purposes.

EXPERIENCE	• Devising, managing and delivering complex/specialist strategic communications campaigns and activities in a pressurised and demanding environment	Essential
	• Writing and creating effective internal communications aimed at a with our employees by using a variety of channels; including our intranet, news site, brief notes, events and newsletters	Essential
	• Analysing customer insight intelligence to inform communications planning and to ensure activities are targeted and use appropriate channels	Essential
	• Providing specialist professional guidance to senior managers and partner organisations on all aspects of communications	Essential
	• Implementing effective monitoring and evaluation across an organisation's campaign or employee engagement communications activities, and sharing best practice	Essential
	• Working in a multi-disciplinary and collaborative environment, with teams across a range of different functions and on projects that require a blend of communications methods	Essential
	• Producing customer or employee focused content, particularly for the digital environment	Essential

KNOWLEDGE AND SKILLS	• Procuring, overseeing and monitoring external suppliers/contractors and managing procurement frameworks and supplier relationships	Essential
	• Preparing reports, briefing materials and presentations on communication matters for chief officials, elected members, submission to committee or cascading to services	Essential
	• Taking lead in and/or contributing to cross-service/joint agency initiatives or working groups, ensuring that the organisation's vision/objectives are being met and reputation is upheld	Essential
	• Designing, implementing and managing behaviour change communication campaigns (internal/external as appropriate to role)	Essential
	• Working in a political/democratic environment and of briefing senior managers and councillors on appropriate action to protect/promote the organisation's reputation	Essential
	• Working in a large, complex organisation, preferably public sector	Desirable
	• Ability to match the appropriate customer or employee focused communications channels to ensure effective outcomes to communication activities and to achieving an organisation's strategic aims	Essential
	• Ability to develop, implement and manage brands and campaigns, as well as manage brand compliance (internal/external as appropriate to role)	Essential
	• Ability to keep calm and take the lead in communications activity to support crisis or issues management situations	Essential
	• Ability to write succinct content that is appropriate to the communication channel and targeted to the audience	Essential
	• First class communication skills	Essential
	• Sound IT skills and ability to use MS Office and other business/project management software for efficient project management	Essential
	• Experience of using digital tools to deliver effective communications that deliver results	Essential
	• Project management skills	Essential
	• Ability to lead strategic communications planning that support consultation processes (internal/external as appropriate to role)	Desirable
	• Working with politicians	Desirable

CREATIVITY AND INNOVATION	Ability to provide creative and strategic direction on communication campaigns and projects (internal/external as appropriate to role)	Essential
	Take a lead role in creating new and innovative ideas for communications or employee engagement campaigns and activities that deliver the desired outcomes	Essential
	Take a lead role in adopting new and appropriate ways to communicate effectively within time and resource constraints and to required standards	Essential

Competencies and Values Framework

Applicants will also be measured against the following competencies as per the Competency Level outlined in [Our Competency and values framework](#):

Customer focused	- Advises service managers on targeting communications activities, applying audience segmentation and using the appropriate channel(s), particularly for complex campaigns and projects - Monitors and evaluates communications campaigns and activities to ensure they are target to customer appropriately - Promotes the importance of quality customer/client services within the team or with services - Identifies opportunities to improve the way the team/service delivers customer/client services - Ensures teams/services correctly identify customer/client needs and provide satisfactory solutions - Develops and reviews standards for service delivery within communication service - Manages expectation and conflicting demands that Council services have of the Communication Service
Works Effectively with others	- Builds and maintains constructive working relationships with other teams and groups - Encourages equality and diversity in the workplace - Treats people at all levels of the organisation with respect and values their abilities and contribution - Tackles difficult issues of harassment, victimisation and racism in the workplace - Facilitates open discussions and resolves conflicting views - Creates opportunities to build and develop networking contacts throughout the Council to exchange information and ideas.
Managing change	- Helps others to understand and address their concerns about change - Proactively sells and champions change programmes to others - Manages major conflict which could prevent changes being implemented - Asks incisive questions to open up creative thinking and fresh ideas - Assesses the impact of change and puts measures in place to

Taking Ownership and Responsibility	- minimise risk - Plans the communication of change to explain what is different and what is the same. - Takes the initiative to start activities or actions - Recognises when a decision is needed and commits to act - Is proactive, acts quickly to address current issues - Seeks feedback and takes appropriate action - Takes responsibility for personal development - Modifies own behaviour to influence different situations - Takes appropriate action to protect the Council's reputation
Communicating Effectively	- Chairs meetings and facilitates groups effectively - Conveys difficult messages and gains acceptance - Diffuses conflict in a constructive non-threatening manner - Presents information in a persuasive and convincing manner - Asserts own opinions and expertise in tough situations - Is highly self-aware and sociable, buoyant and positive when communicating with others
Planning and Decision Making	- Goes beyond information presented, and probes to get to the root of a problem, analysing cause and effect - Balances strict technical interpretation of issues with the need for practical solutions - Makes tough or unpopular decisions when required - Anticipates future trends/issues and amends plans accordingly - Makes decisions that take account of multiple stakeholders - Considers cost and resource implications when using communications expertise - Anticipates future trends/issues and amends plans accordingly
Political Sensitivity	- Understanding of the current issues in local government - Applies common sense while being sensitive to the organisation's objectives at all times - Awareness and ability to make connections across an organisation to deliver effective outcomes - Understands how underlying issues and opportunities impact on communications planning - Recognises constraints - what is or is not possible in different circumstances - Accepts that the political decision-making process of the Council will influence the team/service and communications planning