

Job Description

Job Title: Communications Officer	Service Area: Youth Empowerment
Division/Section: Brighter Futures	Job Number: Job Evaluation Number:
Grade: Scale 6	Date last updated: March 2020 Date of last Evaluation:

Overall Purpose of Job

- Deliver a consistent, service-wide programme of communications based on agreed communications strategies in line with corporate priorities
- Promote a positive image of the council and explain its policies to residents, employees, businesses, visitors, tourists and other target groups
- Oversee the Youth Empowerment brand including the provision of communications advice and public affairs work

Job Context

1. The post holder reports to the Brighter Futures Communications Account Lead
2. The post holder has no line management responsibility.
3. The post holder has no budget responsibility
4. The post holder may be required to work evenings, weekends and occasional public holidays, in order to meet service requirements.

Key Tasks and Accountabilities

Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

Main responsibilities and activities supporting them

1. **Develop, project manage and implement information communications strategies and plans that help deliver service and corporate initiatives both externally and internally.**
 - a) Ensure, where appropriate, every strategy and plan follows the ROSIE/SOSTAC model and includes – research, objectives, strategy, implementation and evaluation
 - b) Contribute to events which form part of communications strategies
 - c) Present campaign proposals to members and officers in a persuasive and effective manner
2. **Support the Business & Systems Senior manager in the delivery of the marketing and internal communications programme of the service.**
 - a) Lead on key marketing and internal communications projects when appropriate
 - b) Prioritise projects in agreement with the Business & Systems Senior manager
3. **Help manage the Youth Empowerment brand**
 - (a) Help to implement the service's corporate ID and ensure compliance, offering advice where required
 - (b) Take a policing role to ensure that corporate branding guidelines are adhered to and provide a 'checking' service to judge when proposed activity fails to 'serve a purpose'
4. **Provide marketing and communications advice**
 - (a) Provide advice to officers on a range of communications issues, attending meetings when required
 - (b) Lead in the design and development of campaigns, offering advice to the officers when required.
5. **Develop, write and disseminate relevant internal and external communications across all channels**
 - a) Produce factually accurate, engaging written copy for communications materials, appropriate for specific target audiences, using plain English and following the council's style guide
 - b) Ensure all copy is proofread by another team member
 - c) Ensure the council's key communications tools, such as the Newham Magazine, social media channels internet and intranet, are regularly used in the delivery of campaigns and provision of service information
 - d) Co-ordinate both proactive and reactive responses to local, regional and national news agendas

- e) Oversee the production of communications materials for external and internal communications
- f) Ensure effective process management and compliance, ensuring that all work is undertaken with adherence to the relevant legal and voluntary controls on local government publicity

6. Evaluate the effectiveness of communications activity

- a) Undertake regular research to assess effectiveness of all communications activity
- b) Amend strategies and plans to respond to research findings

7. Supervision

The post holder reports to the Business & Systems Senior manager who will allocate their work and set deadlines and priorities which they will be expected to meet.

The post holder will work to an agreed workplan and will be supervised by the Business & Systems Senior manager.

Once projects are handed to them they will generally be expected to develop a brief and devise, implement and review them referring to their supervisor in the following circumstances:

- resolving of problems where an impasse has been reached
- contentious or controversial issues
- overall performance of contracts
- problems with overall work prioritisation

8. The work

Responsibilities will include:

- briefing officers and members
- developing communications plans both external and internal to the council
- assisting with events
- delivering key service objectives
- utilising specific skills including copywriting, editing, proofing, project management, design management, etc
- working with internal and external partners, suppliers and providers

9. Records, reports and other written work

The post holder will be responsible for the production, consultation on and clearance of copy for Service publications. They will be expected to keep accurate records of all projects they undertake.

Person Specification

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IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be short listed. Please give specific examples wherever possible.

CRITERIA	METHOD OF ASSESSMENT
EQUALITY AND DIVERSITY We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work.	
PROTECTING OUR STAFF AND SERVICES Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.	

<p>KNOWLEDGE:</p> <ul style="list-style-type: none"> • Solid understanding of different marketing and internal communications channels and disciplines • Knowledge of how the media works and design and print processes • Evidence of attention to detail in terms of writing and producing publicity and information material 	<p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p>
<p>QUALIFICATIONS:</p> <ul style="list-style-type: none"> • Educated to degree level or equivalent. • Ideally with or working toward a relevant professional qualification 	<p>Application Form/Certificates</p> <p>Application Form</p>
<p>EXPERIENCE:</p> <ul style="list-style-type: none"> • Experience of developing, implementing and evaluating marketing and information campaigns with a proven track record of achieving results • Experience of managing workloads effectively and allocating resources accordingly 	<p>Application Form/ Interview</p> <p>Application Form/Interview</p>
<p>SKILLS AND ABILITIES:</p> <p>Service Communications Skills</p> <ul style="list-style-type: none"> • Understands the uses of all tools and channels and how to deal with a communications issue through professional knowledge and experience. 	<p>Interview/Test</p>

<ul style="list-style-type: none"> Keeps up to date with industry developments 	Interview/ Test
<ul style="list-style-type: none"> Understands and delivers plans which have demonstrable results, involving process planning and built-in evaluation. 	Interview/Test
Project Management: <ul style="list-style-type: none"> Manages projects effectively 	Interview/Test
<ul style="list-style-type: none"> Keeps accurate records and project plans, ensuring files are up-to-date at all times. 	Interview/Test
<ul style="list-style-type: none"> Demonstrates a finely honed attention to detail on all aspects of a project whether proof-reading a document or managing an event. 	Interview/Test
<ul style="list-style-type: none"> Ensures a project is high quality before passing on to manager for approval. 	Interview/Test
<ul style="list-style-type: none"> Prioritises, delegates and co-ordinates tasks according to resources and corporate objectives. 	Interview/Test
<ul style="list-style-type: none"> Well organised and methodical 	Interview/Test
Creates new ideas within the team <ul style="list-style-type: none"> Appropriately challenges the conventional ways of getting things done. 	Interview/Test
<ul style="list-style-type: none"> Comes up with new ways of doing things in the team. 	Interview/Test
<ul style="list-style-type: none"> Makes suggestions for new ideas to the team. 	Interview/Test
<ul style="list-style-type: none"> Generates a wide range of solutions to address a problem. 	Interview/Test
Current Affairs: <ul style="list-style-type: none"> An understanding of and interest in London government issues and general awareness of current affairs and how external issues affect our campaigns to enable appropriate response. 	Interview/Test

<p>Creativity:</p> <ul style="list-style-type: none"> • Has the imagination and flair to think laterally about campaigns and the use of communications tools displaying flexibility in responding to rapidly changing circumstances. • An eye for good design and presentation <p>Corporate Purpose:</p> <ul style="list-style-type: none"> • Understands and can show evidence of the delivery of corporate goals during career. <p>Events</p> <ul style="list-style-type: none"> • Can plan, organise and execute external events to a high standard. <p>Publications:</p> <ul style="list-style-type: none"> • Can write and edit publications and publicity materials to a high standard for mass circulation. • Demonstrates an understanding of the communication needs of different audiences and how this can be expressed in a written, web-based or broadcast publication. • Ensures all publicity is accurate before printing, grammar, spelling, visuals, layout and sense. Triple-checking all printed material. 	<p>Interview/Test</p> <p>Interview/Test</p> <p>Interview/Test</p> <p>Interview/Test</p> <p>Interview/Test</p> <p>Interview</p> <p>Interview/Test</p>
<p>PERSONAL STYLE AND BEHAVIOUR:</p> <ul style="list-style-type: none"> • Confident, ambitious and energetic - with initiative and a persuasive manner • Self motivated and well presented 	<p>Interview</p> <p>Interview</p>