

Job Description



Job Title Project Officer (Cost of Living Communications support)	Service Area: Communications	
Directorate: Corporate Centre	Post Number: TBD	Evaluation Number: 6570
Grade: PO1	Date last updated: 12 Sept 2022	

People at the heart of everything we do

We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

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.

Corporate parent

We believe that every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

Overall purpose of Job

The Mayor of Newham has announced a Cost of Living Crisis Task Force in response to rising costs of every day essentials. This increase is particularly harmful to residents in Newham who already face cost pressures in their day to day lives.

The Task Force will include people from across the Council, NHS partners, local leaders from the public, third and faith sector. It is chaired by the Mayor.

This is an opportunity to make a lasting difference to how communities across Newham find out, access and benefit from support to mitigate the impact of the cost of living. The post will

support the Cost of Living Crisis Task Force to deliver engagement and outreach into communities through a range of approaches.

Job Summary

The Post will be integral to the delivery of outreach and engagement that enables residents to maximise their income and support:

- Support work to ensure residents, stakeholders including media, social media and community advocates are aware of the work of the Cost of Living Task Force and partners
- Working across the council and with partners to help develop and implement targeted communications campaigns. This could include PR, social media, email, web promotion, events and stakeholder campaigns with tactics developed based on insight into residents' need.

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.

To undertake all responsibilities listed below:

- Developing and managing the day to day communications campaign dedicated to the Cost of Living Crisis in Newham
- Supporting partners and core delivery team to implement all communications activity including
- Developing copy to approval and publication across all communications channels
- Monitoring, evaluating and reporting on the effectiveness of all communications strategy to the core working group and partners
- Supporting a press office function, writing press statements and acting as the main point of contact with journalists and proactively identifying opportunities for media coverage.
- Identify key stakeholders including around community reach/influence and integrate this intelligence to scale impact
- Supporting delivery of a community focussed engagement programme including regular events, working with Community Health Champions, the Social Welfare Alliance, Voluntary, Community and faith partners
- Managing an active digital presence including social media channels and website
- Working with key partners to collaborate on communications, particularly around social media

Other Duties

- NA

Personal 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 shortlisted. Please give specific examples wherever possible.

EQUALITY AND DIVERSITY

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PROTECTING OUR STAFF AND SERVICES

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CRITERIA- Essential	METHOD OF ASSESSMENT
KNOWLEDGE: <ul style="list-style-type: none"> - Excellent written and verbal communication skills, including the ability to produce excellent copy for a range of purposes - You will be able to use resident insight to develop targeted communications 	<p>Application / Interview / Test</p> <p>Application / Interview / Test</p>

<p>EDUCATION/QUALIFICATIONS</p> <p>NA</p>	<p>NA</p>
<p>SKILLS AND ABILITIES:</p> <p>EXPERIENCE:</p> <ul style="list-style-type: none"> - You will be an experienced communications professional who has worked in complex stakeholder relationships in order to improve people's overall wellbeing. - You will be able to manage the overall communications strategy and deliver day-to-day communications and campaigns. - Experience of working with people with lived experience to tell their stories. - You will have experience in drafting copy including press releases and policy briefing notes; developing copy and assets for social and digital promotion; along with insight into developing high impact events. - You will be used to working with a wide range of community and stakeholder groups including in health, local government, charities, civic society as well as local residents. - You will have experience in working with social media and websites 	<p>Application and Interview</p> <p>Application and interview</p> <p>Application and Interview</p> <p>Application / Interview / Test</p> <p>Application and Interview</p> <p>Application and Interview</p>
<p>PERSONAL STYLE AND BEHAVIOUR:</p> <ul style="list-style-type: none"> - Demonstrable interest in community wellbeing - The post holder will be required to work responsively and reactively as policy changes 	<p>Application and Interview</p> <p>Application and Interview</p>
<p>OTHER SPECIAL REQUIREMENTS:</p> <ul style="list-style-type: none"> - The role will include some evenings, weekends and occasional public holidays in order to meet service requirements and in order to ensure appropriate representation of the Council with residents, the Mayor and elected members, and external bodies. 	<p>Application and Interview</p> <p>Satisfactory clearance at conditional offer stage</p>