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Job Title: Heritage Centre Communications and Development Officer	Service Area: Arts, Heritage and Events	
Directorate: Adults and Health	Post Number: Fusion TBC	Evaluation Number: 7263
Grade: SO1	Date last updated: May 2024	

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

As Communications Officer you will directly report to the Heritage Centre Project Manager. You will contribute towards the National Lottery Heritage Fund (NLHF) funded Canning Town Old Library (CTOL) project, by delivering communication, marketing activities and supporting fundraising and partnership activities.

The CTOL project will revitalise and refurbish the now empty and deteriorating Grade II listed Canning Town Old Library, transforming it into a hub for cultural heritage in Newham. You will be part of a team working to deliver the project's targets as well as contributing towards the ongoing development and objectives of the archive and the Heritage Service.

Job Summary

This role will play an important part in the CTOL project. You will work closely with the Project Team who are delivering the project and your work will support them in delivering on the NLHF outcomes:

- A wider range of people will be involved in heritage
- The funded organisation will be more resilient
- Heritage will be in better condition / identified and better explained
- People will have learnt about heritage

The post holder will report to the Heritage Centre Project Manager.

The post holder has no direct line management responsibility.

The post holder has no budget responsibility.

The post holder will be required to work flexibly as required, including some evenings, weekends and the occasional public holidays.

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:

1. Take part in drafting a marketing and communications strategy with the Project Manager and wider project team.
2. Lead an activity producing project branding with residents.
3. Create content: proactively update websites and social media platforms with relevant updates and ensure clear and consistent messaging across platforms.
4. Obtain relevant permission for content.
5. Develop effective stakeholder lists.
6. Maintain privacy and GDPR compliant databases of contacts.
7. Support team members by assisting in arranging activities by booking spaces, supporting with promotion and attending events.
8. Report regularly to the project manager and provide updates to working groups, project team meetings as required.
9. Create listings and Eventbrite booking pages.

10. Use online tools to assist with work (eg Canva, MailChimp, Wordpress, YouTube etc)
11. With the project manager maintain strategic relationships
12. Provide resources to an emerging development plan that may include research and preparation for funding applications.
13. To undertake other duties commensurate with the grade of the post.

Personal Specification**Job Title:**

Heritage Centre Communications and Development Officer

Service Area:

Arts, Heritage and Events

Directorate:

Adults and Health

Post Number:

Fusion TBC

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7263

Grade:

SO1

Date last updated:

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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

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.

CRITERIA	METHOD OF ASSESSMENT
<p>KNOWLEDGE</p> <p>Knowledge of the communications and marketing sector and good working knowledge of GDPR.</p> <p>Familiarity with other relevant legislation (Copyright and Safeguarding).</p> <p>Understanding of accessibility and clear communications.</p> <p>An interest in heritage and working with people to communicate their stories.</p>	<p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p>
<p>EDUCATION/QUALIFICATIONS</p> <p>Qualification in communications and marketing or equivalent experience</p>	<p>Application and Interview</p>
<p>SKILLS AND ABILITIES</p> <p>Ability to generate content in a professional setting</p> <p>Ability to make confident decisions on the communication of the project and on behalf of the Council.</p> <p>Ability to establish and maintain positive working relationships with a range of stakeholders</p> <p>Ability to communicate effectively at all levels, both verbally and in writing, with a range of staff, colleagues, Council officers, Members, customers and outside bodies</p> <p>Ability to interpret and present statistical information, including a high level of numeracy skills</p> <p>Ability to work independently, and to be self-motivated, as well as in a team environment</p> <p>Ability to develop or support relationships with stakeholders in a fundraising context</p>	<p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p>

CRITERIA	METHOD OF ASSESSMENT
<p>EXPERIENCE</p> <p>Experience of delivering communications and marketing within an organisation or as a freelancer or consultant.</p> <p>Experience of prioritising and managing a varied workload to tight and conflicting deadlines</p> <p>Experience of working in a multi stakeholder environment and providing clear communications in a consistent and proactive manner.</p>	<p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p>
<p>PERSONAL STYLE AND BEHAVIOUR</p> <p>Commitment to service delivery which is culturally appropriate and responsive to the needs of all users</p> <p>Commitment to ensuring access to all in contributing to and learning about the heritage of Newham</p> <p>Demonstrates a willingness to be flexible in both work tasks and locations</p> <p>Commitment to continuing professional development</p>	<p>Application Form/Interview</p> <p>Application and Interview</p> <p>Interview</p> <p>Application and Interview</p>
<p>OTHER SPECIAL REQUIREMENTS</p> <p>Ability and willingness to work occasional evenings and weekends to maintain service delivery</p> <p>Basic DBS check</p>	<p>Application and Interview</p> <p>Satisfactory clearance at conditional offer stage</p>