

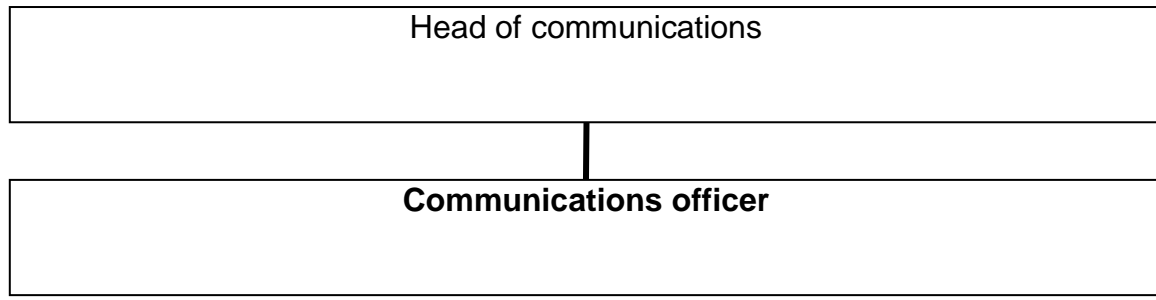
ROCHDALE BOROUGH COUNCIL

JOB DESCRIPTION

SERVICE	:	CORPORATE SERVICES
SECTION	:	Communications
LOCATION	:	Green Lane and Number One Riverside Smith Street, Rochdale, OL16 1XU
JOB TITLE	:	Communications Officer
Grade	:	Grade 7
Accountable to	:	Marketing & Communications Manager
Accountable for	:	N/A
Hours of Duty	:	37 hours per week in accordance with the service's scheme of work life balance and with the needs of the service.
Any Special Conditions of Service		<p>The post holder will be expected to undertake a certain amount of travelling in the execution of his/her duties for which the appropriate allowances will be paid.</p> <p>Occasional out-of-hours working, which will be compensated for in accordance with the Local Conditions of Service.</p> <p>The authority operates a smoke-free policy for all its employees and applies to any building and associated grounds within the immediate vicinity of the building which is wholly owned, leased or operated and occupied by RMBC.</p> <p>This post is subject to political restriction in accordance with the provisions of the Local Government and Housing Act 1989 and the Local Government Officers (Political Restrictions) Regulations 1990.</p>

**The council is committed to safeguarding and promoting the welfare of children,
young people and vulnerable adults and expects staff to share this commitment.**

Organisational Chart



PURPOSE AND OBJECTIVES OF THE JOB

To take responsibility for marketing and communications projects on an account management basis.

To ensure that all marketing and communications activity is planned, measurable, measured and value for money and that it supports borough and council outcomes.

Control of Resources

Personnel

None

Financial

Budgets of up to £20,000 will be assigned on a project management basis.

Equipment/Materials

Responsible for the efficient and effective use of equipment and materials used by the post holder.

Equality and Diversity

To work in accordance with the authority's policy relating to the promotion of Equality and Diversity.

Training and Development

The post holder will be responsible for assisting in the identification and undertaking of his/her own training and development requirements in accordance with the Council's Performance Management Framework.

Health/Safety/Welfare

Responsibility for the safety and welfare of self and colleagues in accordance with the Health and Safety Policies of the Council.

Relationships (Internal and External)

Internal

- Executive leadership team, service directors, heads of service
- Service based staff – all locations
- Councillors
- Partner organisations

External

- Relevant professional bodies and networks
- Media

Responsibilities

The post holder must:

- (i) Perform his/her duties in accordance with Rochdale Borough Council's Equality and Diversity Policy.
- (ii) Ensure that Rochdale Borough Council's commitment to public service orientation and care of our customers is provided.

Values and Behaviours

Approach the job at all times using the values set out below

☐ ☐ Proud

- Passionate
- Pioneering and Open

Be aware of and apply these behaviours at all times.

Principal Duties

1. To work with services to formulate effective communications plans to support and/or deliver council and borough outcomes.
2. To be responsible for the delivery of plans – covering all aspects of the communications process, including: research, planning, creation of proposals and creative briefs, copywriting, media, management of design and/or production process, market testing, delivery, evaluation and reporting.
3. To be responsible for taking buying decisions in liaison with other council staff
4. To liaise with agencies, designers, distributors, media contacts and other internal and external contacts in order to deliver products.
5. To present proposals to senior management as required.
6. To effectively protect and enhance the reputation of the council and the borough through appropriate messaging and alignment to the borough and council brands.
7. To ensure that all marketing and communications activity is legal and compliant with the code of practice and the council's protocol.
8. To build relationships with all media and local and sub-regional media in particular to ensure positive coverage for all accounts.
9. To play a pro-active role in advising partners, members, senior officers and other staff as required ensuring effective communications delivery.
10. To draft pro-active media releases as required.
11. To make use of the council's website and other social media outlets as appropriate to the council/borough needs.

Secondary Duties

12. Under the direction of management, to provide communications support in the event of an emergency.

13. To ensure that all communication supports the values of the organisation/partnership and the delivery of key outcomes.
14. To put in place effective evaluation mechanisms and to ensure that every account, project or campaign is evaluated, including a short report.
15. To have a well developed understanding of the law as it relates to communications within a local government setting.
16. To contribute to the development of the service and wider communications strategy.
17. To keep abreast of the latest professional developments and be committed to continuous professional and organisational development.
18. To have a “can do” approach to work and to be a pro-active and helpful member of the team, sharing the day to day routine of the office.
19. To undertake such other duties and responsibilities of an equivalent nature as may be determined from time to time by the Service Head (or nominated representative) in consultation with the postholder (and if he/she so wishes, with his/her Trade Union representative).

Job Description prepared by	_____	Date	_____
Agreed by Postholder	_____	Date	_____
Supervisor	_____	Date	_____
Service Director	_____	Date	_____

**Rochdale Borough Council
Person Specification**

Service :	Regeneration	Post:	Communications Officer
Section :	Communications Team	Post Number :	CUCT00000017
Job Ref:		Grade:	7

Note to Applicants:

The *Essential Criteria* are the qualifications, experience, skills or knowledge you **MUST SHOW YOU HAVE** to be considered for the job.

The *How Identified* column shows how the Council will obtain the necessary information about you.

If the *How Identified* column says the **Application Form** next to an *Essential Criteria* you **MUST** include in your application enough information to show **how** you meet this criteria. You should include examples from your paid or voluntary work.

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Criteria	Essential (E) or Desirable (D)	How Identified: AF Application Form I Interview A Assessment
(a) Special Working Conditions		
1 Are you willing to undertake out of hours working as required?	E	AF
2 Are you willing to travel in the course of your duties?	E	AF
(b) Qualification and Experience		
3 Do you hold a professional marketing/communications or related business qualification or significant experience of delivering effective marketing and communications in a large and complex organisation?	E	AF, I ,production of qualifications
4 Do you have experience of account, campaign or portfolio management, including research, planning, delivery and evaluation?	E	AF, I, A
5 Do you have experience of researching, writing, editing and targeting information to a wide variety of audiences and using a variety of media including the web?	E	AF, I, A
6 What is your experience of applying the law as it relates to communications (and ideally to local government) in a day to day work environment including knowledge of defamation, contempt and the local government publicity code?	E	AF, A, I
7 What is your experience of working in a deadline driven environment and dealing effectively with competing demands? Can you provide examples of how you plan and manage your time effectively and how you are committed to continuous professional and organisational development?	E	AF,A, I
8 What is your experience of interpreting and explaining complex information in language and layout appropriate to the intended audience and platform?	E	AF, A, I
9 What is your experience of managing all stages of the marketing and communications process including commissioning designers, distribution, production companies and working with the media?	E	AF, A, I
10 Please demonstrate how you have applied strategic thinking and communications techniques to deliver outcomes, and how you use basic project management to plan activity and track progress against the plan	E	AF, A. I

(c) Skills and Knowledge			
11	What is your knowledge of the media market (especially locally and sub regionally), including relative audience share, audience make up and measurement techniques?	E	AF, I, A
12	How have you used your written and oral communication skills, creative ability and excellent communications judgement to deliver outcomes and can you demonstrate that you understand the importance of consistent branding?	E	AF, A, I
13	Please give examples of how you have developed constructive and influential relationships with senior internal stakeholders and how you effectively relate to a wide range of different people	E	AF, A, I
14	What is your understanding of multi media platforms and how best to use them, including the web, broadcast media and text messaging?	E	AF, A, I
15	What is your understanding of the local government and partnership framework and issues relevant to the local government agenda, especially those with a communications link?	E	AF, I
(d) Behaviours and Values			
16	<p>Approach the job at all times using the values set out below:</p> <ul style="list-style-type: none"> • Proud • Passionate • Pioneering and Open <p>Please confirm you are willing to adhere to these values and behaviours?</p>	E	AF, I