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| |  | | --- | |  | | **Senior Local Pilot Communications and Marketing Officer  – SO1 Fixed Term until March 2021**  Thank you for your interest in applying for the above post. Please find attached the Job Description and Person Specification for the role. | | **Working for Stockport Council** | | **Macintosh SSD:Users:tony.collinge:Desktop:values_job_description:STAR_logo_and_values.jpg**  Stockport Council has 4 core values that run through everything we do and are known as the Stockport Way of doing things. As an organisation we stay true to them no matter what challenges we face. The values came from colleagues and were developed through workshops and consultation across the Council.  [This video,](https://play.buto.tv/3My87) produced 'in house' and featuring colleagues from across the Council, explains each value and shows how colleagues are living these values each day.  As a new colleague the Council will expect you to work in accordance with these values. We also have policies and procedures around health, safety and welfare, customer care, emergency, evacuation, security and promotion of the Council’s priorities which we expect you to adhere to. These will be explained in detail to you as part of your induction process.  You can find out more about working for Stockport Council, and some of the benefits we offer employees, online at <https://greater.jobs/locations/stockport/> |   green band epsStockport Council  **Job Description** | |
| Post Title: Senior Local Pilot Marketing & Communications Officer (0.6 FTE)  **Service Area: Public Health**  **Directorate: Place**  **Team: Physical Acivity (Behaviour Change)** | Salary Grade: Senior Officer  (£26,999-£31,371 pro rata) |
| **Post Reports to: Consultant for Physical Education, Sport & Physical Activity**  **Post Responsible for: Development & co-ordination of the Stockport Physical Activity Marketing & Communications Strategy** | |
| **Main Purpose of the Job:**   * To develop and co-ordinate the delivery of a marketing and communications strategy to promote population level engagement in physical activity in line with relevant Greater Manchester and national campaigns. * To liaise with the Greater Manchester ‘That Counts!’ marketing campaign team to ensure effective use of resources and funding opportunities * To ensure that physical activity messages are delivered using co-production and engagement with different target groups * To provide effective co-ordination of partner organisation marketing and communications teams to ensure consisitent messenging across Stockport in line with the Stockport Active Communities Strategy. * There is a contractual requirement to contribute to the communications on-call rota. The maximum number of weekends that an individual may be required to cover per annum is therefore 14 days (Saturday, Sunday and Bank Holidays) which will usually be taken in 2 or 3-day blocks on up to 7 weekends per year. Cover will be from 8.00am until 8.00pm and the rate payable is £29.30 per session with effect from the 1st April 2019 | |
| **Job activities:** **Summary of Responsibilities and Key Areas:**  To contribute to the key aims and objectives of the organisation, both within the post holder’s specific remit, across the section and Council as a whole.   1. **Seeing the big picture**  * Developing a shared understanding and knowledge of your own and other service areas, as well as the key partner organisations.  1. **Changing and improving**  * Responds to opportunities requiring a good understanding of work-area and policies and procedures. * Resolves difficult operational problems in a thorough and timely manner. * Encourages ideas from others to develop solutions to problems. * Identifies issues, considers risks and develops solutions through in-depth information gathering and analysis. * Prioritises work, taking into account own work area and needs of larger work area but escalates any issues concerning demand and capacity to deliver. * Works with local residents to ensure that messaging is appropriate and engaging  1. **Makes effective decisions**  * Makes objective decisions at the appropriate level guided by procedures and practices requiring some interpretation. * Makes decisions on issues and priorities for own area of responsibility and provides advice and feedback to support accurate decision making. * Analyses and interprets a range of data sources to inform decisions and ensure that resolution is achieved through reference to a variety of policies, procedures, and past practices. * Monitors and deals with confidential issues using discretion and judgment. * Makes recommendations to solve and resolve problems. * Ensures compliance with established standards.  1. **Leading and communicating**  * Communicates, interprets and trains others (where appropriate) on directorate and corporate policies or an appropriate professional specialism seeking support on unfamiliar areas. * Communicates in a succinct and engaging manner using appropriate styles, methods and timing including digital channels to maximise understanding and impact. * Recognises the contribution and achievement of others. * Conveys information to others and takes steps to ensure understanding. * Tailors communication to different audiences.  1. **Collaborating and partnering**  * Establishes relationships with a range of stakeholders to support the delivery of strategic and Council outcomes. * Generates a shared focus and understanding and shares information in a clear and concise manner at times involving others. * Deals with conflict in a prompt, calm and constructive manner. * Supports collaborative team working. * Provides impartial and objective advice where appropriate, addressing and resolving issues within a political environment.  1. **Building capability for all**  * Identifies and addresses capability and development requirements of self and others to deliver current and future work. * Supports others to achieve challenging goals. * Provides guidance to less experienced staff. * Seeks and acts on feedback to evaluate and improve individual performance, facilitating ideas for change.  1. **Achieving commercial outcomes**  * Works with commercial experts to support alternative delivery models and more efficient outcomes, balancing cost and quality. * Works with colleagues and partners to improve service delivery. * Analyses and uses information to assess costs, benefits and risks of different delivery models.  1. **Delivering value for money**  * Supports effective use of resources and recommends actions to achieve value for money. * Supports an increased awareness of cost and performance management. * Follows appropriate financial and contract monitoring procedures to ensure deliverables are achieved.  1. **Managing a quality service**  * Uses project management skills and techniques to achieve outcomes, identifying risks and mitigating actions. * Develops and maintains systems to review service standards to provide quality and value for money. * Works with teams to set priorities, goals, objectives and timescales and develops plans to improve service quality. * Ensures confidentiality and compliance on Councils procedures for data and information management.   **10. Delivering at pace**   * Supports teams to achieve agreed goals and objectives. * Demonstrates a positive approach and maintains focus on priorities. * Takes responsibility for delivering expected outcomes, recognising the contributions of others. * Plans ahead, regularly monitors and evaluates workloads and priorities to adapt to changing situations. | |
| **Additional responsibilities:**  To work positively and inclusively with colleagues and customers so that the Council provides a workplace and delivers services that do not discriminate against people on the ground of their age, sexuality, religion or belief, race, gender or disabilities.  To fulfill personal requirements, where appropriate, with regard to Council policies and procedures, health, safety and welfare, customer care, emergency, evacuation, security and promotion of the Council’s priorities.  To work flexibly in the interests of the service. This may include undertaking other duties provided that these are appropriate to the employee’s background, skills and abilities. Where this occurs there will be consultation with the employee and any necessary personal development will be taken into account. | |

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Stockport Council

Competency Person Specification

The criteria listed below represent the most important skills, experience, technical expertise and qualifications needed for this job role.

Your application will be assessed against these criteria to determine whether or not you are shortlisted for interview.  Any interview questions, or additional assessments (tests, presentations etc) will be broadly based on the criteria below.

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| **Competency** | **Essential or Desirable** |
| To work to the Council’s values and behaviours:   * To keep the people of **Stockport** at the heart of what we do * To succeed as a **team**, collaborating with colleagues and partners * To drive things forward with **ambition**, creativity and confidence * To value and **respect** our colleagues, partners and customers | Essential |
| * Chartered Institute of Marketing or Chartered Institute of Public Relations qualification | Desirable |
| * Experience of delivering communications campaigns and strategies to change behaviours | Essential |
| * Creating innovative communications and marketing campaigns from briefs with quantifiable results | Essential |
| * Fielding enquiries from stakeholders including journalists, politicians and service users. | Essential |
| * Researching, generating, writing and distributing proactive press releases to targeted media. | Essential |
| * Co-ordinating and contributing to an organisations online and digital communications offer. | Essential |
| * Experience of generating, issuing and monitoring social media | Essential |
| * Experience of writing for different audiences and different media | Essential |
| * Experience of leading on campaigns within sensitive environments | Essential |
| * Experience of leading on communications during incidents and emergencies | Essential |
| * Effective oral, written and presentational communication skills | Essential |
| * Demonstrate a positive attitude towards promoting physical activity | Essential |
| * Experience of working within the physical activity or sport sector | Desirable |
| TO BE INCLUDED WHEN THE ROLE IS COVERED BY THE FLUENCY DUTY (SEE GUIDANCE ON ENGLISH LANGUAGE REQUIREMENT)  The ability to converse at ease with service users/customers and provide advice in accurate spoken English. | Essential |