policy and communications

Communications officer

**Job Description**

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| **JOB TITLE** | Communications officer |
| **SERVICE UNIT** | **Policy & Communications** |
| **RESPONSIBLE TO** | **Senior Communications** |
| **JOB I.D. No** |  |
| **GRADE** | **Grade F** |
| **OBJECTIVES** | Supporting the work of the Communications unit, helping to drive forward a range of communications and marketing work. Supporting the work of the single commissioning function in taking forward key initiatives and supporting the delivery of communication strategy and action plan. |
| **MAIN DUTIES AND RESPONSIBILITIES**   1. To play a key role in delivering the Unit’s Annual Service Plan as directed by the Assistant Director of Policy & Communications. 2. To support the development and delivery of a communications strategy and action plan for Tameside Council/ CCG. 3. To support communications initiatives, scoping and producing reports, communications materials and other and supporting materials. 4. To support the organisation’s social media accounts including the production of policy and day to day management of a range of social media accounts in an engaging, responsible and intelligence driven way. 5. To support the analysis and evaluation the effectiveness of communication initiatives, amending and developing policy and practice as required to improve the approach. 6. To support the implementation of software systems to support the development of an effective communications service. 7. To work within a wider team in driving forward excellent communications and engagement. 8. To support the development and dissemination of key publications and platforms. 9. To support the effective branding and marketing of Tameside and Glossop and of the Council and CCG. 10. To work with the head of service and senior communications officer to put Tameside and Glossop Council/ CCG at the cutting edge of communications initiatives, creating an award winning communications function which supports the delivery of savings and the effective promotion of ideas and initiatives across a range of services and topics. 11. To work independently as a self starter taking responsibility for working with line management to develop a work programme. 12. To support the active development and promotion of Tameside as a place, generating ideas to take the Borough forward and supporting these ideas with written materials. 13. To contribute to the process of continuous development and improvement of systems necessary for the effective delivery of the Unit’s service. 14. To implement the Council’s Equality and Health and Safety policies. 15. To undertake such job related duties as may be required from time to time which are commensurate with the grade of the post. 16. To deal fairly and openly with colleagues at all times. | |

**Communications Officer**

**Communications**

**Policy, Performance and Communications**

**Salary: Band F**

**Person Specification**

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| **Skills and Knowledge** | **Essential/Desirable** |
| Excellent verbal and written communication | E |
| Excellent IT skills to include Microsoft Office and an understanding of Adobe and Microsoft creative programs or similar | E |
| The ability to take high quality photographs | D |
| Knowledge of local government structure and functions | E |
| Understanding of obligations re local government publicity | D |
| The ability to identify and communicate with a diverse audience | E |
| The ability to brief graphic design for print and web | E |
| Knowledge and understanding of promotional and marketing methods and techniques | E |

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| **Experience** | **Essential/Desirable** |
| Experience of writing and editing material for public consumption | **E** |
| Experience of assisting in devising publicity campaigns | **E** |
| Experience of having built relationships with various media strands | **D** |
| Experience of face-to-face working with clients or members of the public to produce communications | **E** |

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| **Qualifications** | **Essential/Desirable** |
| Educated to degree level or equivalent in relevant subject, or qualified by experience | **D** |
| An accredited PR, journalism or marketing qualification | **D** |

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| **Personal attributes** | **Essential/Desirable** |
| Can work on own initiative within guidelines | E |
| Good interpersonal skills | E |
| Ability to work as part of a team | E |
| Well organised and good at managing time | E |
| Sound judgment and the ability to pre-empt a situation | E |