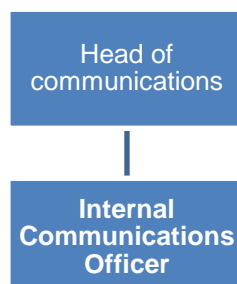


ROCHDALE BOROUGH COUNCIL
JOB DESCRIPTION

SERVICE	:	Neighbourhoods
SECTION	:	Communications
LOCATION	:	Number One Riverside, Smith Street, Rochdale, OL16 1xu
JOB TITLE	:	Internal Communications Officer
Grade	:	Grade 6
Accountable to	:	Head of Communications
Accountable for	:	N/A
Hours of Duty	:	22.2 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 be the lead officer for internal communications within the council and the Local Strategic Partnership (LSP).

Control of Resources

Personnel

None

Financial

Some responsibility for expenditure within the communications budget.

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
- Members of the Local Strategic Partnership

External

- Relevant professional bodies and networks
- Partner organisations
- Media

Responsibilities

The post holder must:

- (i) Perform his/her duties in accordance with Rochdale Borough Council's Equality and Diversity Policy.

**Rochdale Metropolitan Borough Council
Person Specification**

Service :	Corporate Services	Post:	Internal Communications Officer
Section :	Communications Team	Post Number :	
Job Ref:		Grade:	6

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
Qualifications and experience		
1 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 Check qualification if applicable
2 What experience of making a significant contribution to the internal communications needs of a large, complex organisation do you have?	E	AF I
3 Please give details of your experience of researching, writing, editing and targeting information to a variety of audiences and using a variety of media.	E	AF I A
4 What experience of interpreting and explaining complex information, in language and layout most appropriate to the intended audience and platform, do you have?	E	AF A I
5 Please give details of your experience of proactive news gathering and the generation of features, competitions etc. for internal publication.	E	AF I
6 Please give details of your experience of generating content for and managing the production of high-quality, targeted, printed and online information to tight deadlines and in line with strategic objectives.	E	AF I
7 What experience of coordinating the production of printed information do you have?	E	AF I
8 What experience of managing e-communication products/platforms do you have?	E	AF I
Skills and knowledge		
9 Please demonstrate how you have excellent written and oral communication skills.	E	AF A I
10 Please demonstrate your creative ability and excellent communications judgement.	E	AF A I
11 Please demonstrate your ability to plan and use time effectively.	E	AF

		A I
12	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
13	How have you used your written and oral communication skills, creative ability and excellent communications judgement to deliver outcomes?	E AF A I
14	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
15	What is your understanding of multi-media platforms and how best to use them?	E AF A I
16	What is your understanding of the local government and partnership framework and issues relevant to the local government agenda?	E AF I
Behaviours and Values		
17	<p>Approach the job at all times using the values set out below:</p> <ul style="list-style-type: none"> • Proud of the difference we make • Passionate about the diversity of the Borough • Pioneering and open in our approach <p>Please confirm you are willing to adhere to these values and behaviours.</p>	E AF I A