

# Job specification

**Job title:** Media Officer

**Service:** Public Relations

**Grade:** G8

**Reporting to:** Media Manager

## Your job

The role is in the Public Relations team which is responsible for communicating with more than 300,000 residents through both traditional and digital channels, ensuring content is relevant, timely and targeted.

As a Media Officer you will support the efficient and effective provision of a first class media relations service. You will provide expert advice to senior council staff and elected members on all aspects of communication, particularly with high risk media issues.

The role will support the development and delivery of projects in the council's communications strategy, working closely with service areas, like environmental services, to develop communication plans that support the council's business plan.

The Council is committed to complying with the European General Data Protection Regulations (GDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection Regulations.

## In this job you will

On an on-going basis you will:

- Work directly with service areas to develop and deliver proactive communication plans to deal with complex issues
- Proactively seek out and exploit all opportunities to publicise the work of Wigan Council in a positive way
- Build and foster a positive working relationship with local government trade media, like the MJ
- Support the development of the council's brand and identity
- Develop our approach to media management, editorial and corporate publications on a national as well as a local platform
- Provide a proactive press office service, including crisis media management
- Monitor all media activity relating to the council and provide detailed reports to service areas
- Support the development of the council's social media channels and manage its reputation through these channels
- Support the delivery of the newsroom by producing content in a range of formats including video and audio
- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules

## In this job you will need

You must be able to demonstrate the following essential requirements:

- Be educated to degree level in a relevant discipline or have an equivalent level of experience
- An excellent understanding and knowledge of the media
- Have high quality writing skills and strong command of grammar and punctuation
- Be highly organised and willing to work flexibly, including evenings, weekends and or Bank Holiday
- Have effective project management skills and the ability to lead and deliver key programmes of work
- Be able to research, analyse and interpret information for a wider audience
- Have a visionary approach with the ability to be innovative
- Possess strong listening and interpersonal skills
- Have excellent decision-making skills and the ability to solve problems and come up with innovative solutions
- Be able to demonstrate excellent negotiating and influencing skills
- Have the ability to produce, edit and publish video and audio files

## Our culture

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to display our **Be Wigan** behaviours.

**Be Positive...** take pride in all that you do

**Be Accountable...** be responsible for making things better

**Be Courageous...** be open to doing things differently

Individuals with line management responsibilities are also expected to ...

**Inspire...** lead by example and help others to see the big picture

**Care...** show genuine concern for people as individuals and value their contributions

**Engage...** I connect with others both within and beyond the organisation

## Staff Deal

Our Staff Deal is an informal agreement with all staff. It outlines what you can expect from us, and in return what we expect from you

# Staff Deal

Wigan Council

## Our part

- Provide strong, honest and visible leadership
- Reward your commitment and hard work
- Care for your health and well being
- Listen to you and put your ideas into action
- Support you to give something back
- Offer opportunities to learn and grow
- Be one team, one council
- Believe in you

Signed

Donna Hall CBE, Chief Executive

## Your part

- Listen, be open, honest and friendly
- Be efficient, flexible and professional
- Care for your health and stay active
- Tell us how we can improve
- Give something back whenever you can
- Take opportunities to learn and grow
- Be one team, one council
- Believe in yourself and our borough

Signed



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