

Senior Communications Officer

Service: Communications
Reporting to: Communications Manager
Grade: 4A
Location: Swinton Civic Centre
Salary:
Hours: 36 hours per week

About the role

- Work in partnership to deliver the council's communications strategy and support the promotion of a positive image of Salford as a place, devising and delivering plans to enhance reputations and realise the core vision.
- Advise and support colleagues, partners and elected members with strategic communications and marketing to key audiences and stakeholders.
- Lead the development of integrated digital campaign communications solutions based on understanding and targeting of audiences.
- Act as account lead for a designated service and partnership area and support the provision of a consultancy service that delivers effective and outcome focused solutions which deliver agreed goals.
- Lead strategic campaign planning and manage delivery, including preparing, managing and evaluating plans to meet goals and objectives, coordinating communications colleagues and collaborating across the council and partnerships, to ensure delivery within budget.
- Develop and manage effective digital employee communication to support the development of a values-based culture and new ways of working across the council
- Undertake data analysis, analytics, research and evaluation in support of the council's overall communications business priorities and communications strategies.
- Provide leadership, to motivate and support communications colleagues to ensure effective delivery and development of a collaborative culture.
- Develop and realise income generation to deliver plans and create new opportunities.
- Work with stakeholders and identify, develop and support new partnerships to ensure effective and quality collaborative communications.
- Develop intelligence-led working, coordinating research and evaluation in support of the overall communications business priorities and communications strategies/plans.
- Support and give communications advice to the political and officer leadership, elected members, and officers on communications and reputational management.
- Develop communication campaigns, plans and media coordination in line with best practice and current legislation including codes of practice and data use.
- Identify and source appropriate software and business tools to support the delivery of key communication priorities and help anticipate future demands.
- Mentor and coach colleagues and trainees to support their development.
- Ensure consistency in all communications to support council and place key messages, narratives and brand values to promote and uphold the reputation of the

Our priorities

Tackling poverty and inequality



Addressing poverty and tackling inequalities

Education and Skills



Developing skills and a strong education offer

Health and Social Care



Working with partners to improve health and wellbeing

Development



Investment that provides jobs with decent wages

Housing



Connecting affordable housing

Transport



Connecting affordable transport with jobs and skills

A transparent effective organisation



Delivering effective and efficient council services

Social Impact



Using social value to make the most difference in Salford

council, City Mayor and Salford as a place, locally, regionally and nationally.

- To manage and monitor budgets for projects, events and campaigns as required.
- Support the delivery of projects, events, campaigns and a service out of office hours, acting as lead officer in emergencies as required, including working out of office hours and at weekends when needed.

Key outcomes

<ul style="list-style-type: none"> • Lead on the development and implementation of campaign planning, delivery and evaluation using intelligence to develop and evaluating at key milestones. 	<ul style="list-style-type: none"> • Provide performance data on activities.
<ul style="list-style-type: none"> • Effectively deliver a multi skilled integrated approach, flexibly able to meet the demands of the service to the highest standard whilst leading designated portfolios. 	<ul style="list-style-type: none"> • Provide high quality strategic advice ensuring a people focussed outcome.
<ul style="list-style-type: none"> • Continuously develop and improve systems and processes to provide an effective people and organisation focused service. 	<ul style="list-style-type: none"> • Manage relationships with partners and clients to deliver an exemplar service and maximise collaboration.
<ul style="list-style-type: none"> • Effectively deliver behaviour change campaigns internally and externally to make maximum use of the council's resources. 	<ul style="list-style-type: none"> • Deliver an annual campaign plan whilst responding to emerging priorities at a city and regional level.
<ul style="list-style-type: none"> • Effectively represent Salford City Council at partnership meetings, identifying opportunities for effective collaboration. 	

What we need from you

<ul style="list-style-type: none"> • Proven communications skills and ability to apply theory in a professional role with a record of accomplishment for delivering outcomes. 	<ul style="list-style-type: none"> • Up to date knowledge of communications and ability to shape the way the team works to improve practice
<ul style="list-style-type: none"> • Integrated skills able to lead on digital communications, campaign planning and media as proficient in messaging through imagery, as with words. 	<ul style="list-style-type: none"> • Able to recognise and value the strengths of people, taking a strengths-based approach to make the most of opportunities.
<ul style="list-style-type: none"> • Able to influence, to agree goals with colleagues and partners to develop effective collaborative approaches. 	<ul style="list-style-type: none"> • Demonstrate respect and caring for others, treating everyone fairly; listening and acting on the things people say.
<ul style="list-style-type: none"> • Able to take an intelligence-led approach and look for every opportunity to solve problems and improve. 	<ul style="list-style-type: none"> • Able to build strong collaborative relationships to maximise and harness resources to find creative and effective ways to improve.
<ul style="list-style-type: none"> • Understanding digital ways of working and sharing your skills with colleagues; being a 'smart worker'; carrying out your role in the most efficient and effective way. 	<ul style="list-style-type: none"> • Live by our values and use them to guide you in how you do your job; being able to hold others accountable for demonstrating our values by taking a tough stand and challenging behaviours.
<ul style="list-style-type: none"> • A high level of understanding and practice in communications planning skills – able to agree and set objectives, target audiences, define messages and develop digitally-led approaches, ensuring evaluation is delivered. 	<ul style="list-style-type: none"> • Openness to learning and sharing your knowledge and skills with others; providing coaching and support to others to help them achieve their objectives and potential.
<ul style="list-style-type: none"> • Systems knowledge: Microsoft Office package skills. Ability to use email campaign management tools, social media management tools, content management systems and image and video editing tools. 	<ul style="list-style-type: none"> • Take personal responsibility for self-development, identifying opportunities to learn new digital skills that will enhance the service