



## Job profile

### Service and job specific context statement

<b>Directorate:</b>	Business and Environmental Services
<b>Service:</b>	Local Enterprise Partnership
<b>Post title:</b>	Communications Officer
<b>Grade:</b>	J
<b>Responsible to:</b>	Head of LEP Communications and Engagement
<b>Staff managed:</b>	None
<b>Date of issue:</b>	March 2019
<b>Job family:</b>	<b>C&amp;A - Customer &amp; Administration</b>

### Job context

The LEP's Communications Unit provides a communications service which covers media relations, web and internet (including social media), internal communications, marketing, consultation, campaigns, corporate identity, design and public information, working with all services, at all levels and with external organisations.

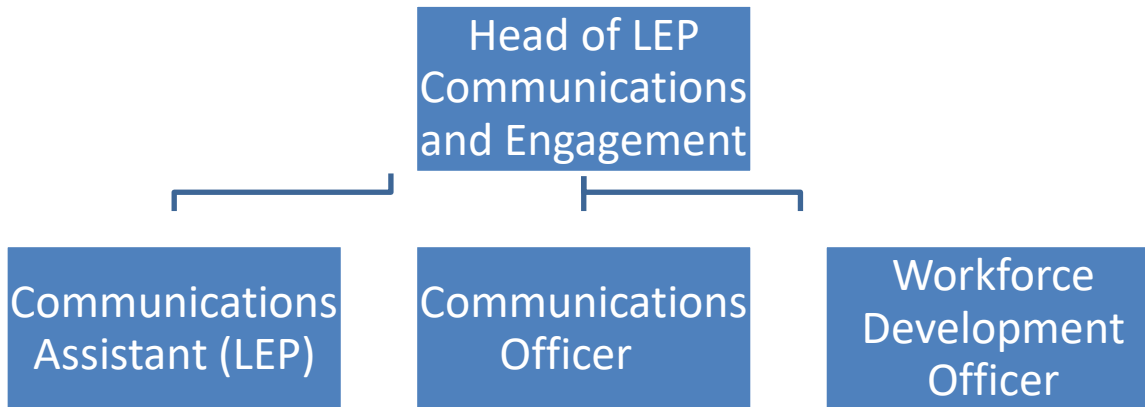
This role involves spoken communications so a confident use of English language is required.

- The role forms part of a small, yet high performing team, providing strategic advice and guidance, as well as delivering communications service for the LEP.
- This post will be responsible for the delivery of a press and media service, as directed by the Head of LEP Communications, as well as wider communications planning, publications, design, social media and digital communications.
- This post will be responsible for the delivery of digital communications projects, campaigns and tools, including social media, websites, intranet and other extranet services and design as directed by the Head of LEP Communications.
- Develop effective working relationships with key officers, members and journalists to improve the performance of the media relations services.
- Support the development of a forward planning process, integrated with other communications activities
- Provide support for publications, incorporating the writing, editing, design and production of a range of publications in print, broadcast and online
- Support internal communication strategies, through internal communications plans, staff engagement, events, production of content and material (print and electronic) and other relevant tools and channels
- Support the development of digital access channels, through the use of content management systems, providing training, advice and support as required.
- Use skills in writing for media and digital channels and content production to ensure the most effective communication and tools for different audiences.
- Use expertise in evaluation and research to provide analytical information on the performance of these digital tools, looking for improvement opportunities
- Support the strategy on social media, with the development and management of social media activity, evaluating activity and keeping up to date with new opportunities and developments.
- Deliver stakeholder communications through the CRM.
- Evaluate and strengthen communications activity through monitoring performance
- Support internal communication strategies, through engaging and effective digital communication and the development digital channels.
- Support the provision of a media and press relations service, and maximise through digital technology and the alignment of social media activity.



## Job profile

### Structure



### Job Description

#### Job purpose

The core focus of this job is to support the delivery of a professional communications service for the LEP. The post holder will do this by providing a communications service using a range of communications channels, tools and techniques, enabling and delivering successful outcomes for services and customers, through a range of projects and campaigns.

#### Operational management

- Be responsible for the production and delivery of agreed projects and programmes, using the relevant communications techniques, to the required cost, time and quality.
- Develop communication solutions for the LEP, offering support, advice and guidance.
- Work alongside other officers in the team to deliver services using the relevant skills in the unit to form multi-disciplinary teams.
- Provide project management through the production of schedules, briefing and liaising with staff, external/internal suppliers and agencies and partners as required.
- Ensure that all work is delivered to relevant council standards and to professional communications standards and that there is a focus on performance and objectives.
- Provide support to the Head of LEP Communications and Engagement to deliver the LEP communications strategy and change programmes.
- Deliver on allocated targets as set out in the communications service plan.

#### Communications

- Develop and maintain good communications and working relationships with staff, customers and partners.
- Demonstrate a good understanding of service and directorate objectives, through communications and engagement support.
- Positively promote a professional standard of communications in both written and oral communications, to both internal and external audiences.
- Demonstrate effective communications including skills in negotiating, influencing change, providing advice and guidance, promotion, consulting, liaising and engaging as part of the ongoing work of the unit.



## Job profile

<b>Partnership / corporate working</b>	<ul style="list-style-type: none"> <li>Work with colleagues, other county council staff, members, schools, outside bodies, the general public and suppliers to deliver communications projects.</li> </ul>
<b>Resource management</b>	<ul style="list-style-type: none"> <li>Within the constraints of the particular project or campaign, be responsible for directing the work of a multi-skilled team and ensure allocated project budgets are effectively managed.</li> <li>Support the communications team in managing external resources, contracts and suppliers who are commissioned to provide a service to the LEP.</li> <li>Support in delivering high standards of performance against agreed indicators, reporting back where relevant.</li> </ul>
<b>Systems and information</b>	<ul style="list-style-type: none"> <li>Use appropriate systems and tools to support the management and delivery of projects and campaigns including software from the Microsoft office suite (word, excel, PowerPoint and publisher) as well as bespoke content management systems, social media tools and other reporting and monitoring tools</li> </ul>
<b>Strategic management</b>	<ul style="list-style-type: none"> <li>Contribute to the achievement of the communications team's priorities and plan</li> <li>Contribute to the on-going review of continuous improvement of services provided by the team.</li> </ul>

## Person Specification

Essential upon appointment	Desirable on appointment
<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>Good understanding and practical application of communication</li> <li>Understanding the principles underpinning communication with audiences, using different messages and tools.</li> <li>Understanding of the role of communications in large, complex organisations and its role in contributing to strategic goals.</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of relevant legislation</li> <li>Knowledge of the public sector</li> <li>Project management skills</li> <li>Knowledge of good practice standards in relation to communication.</li> <li>Knowledge and experience of rural/ farming contexts</li> </ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>Experience within a relevant communications field, of delivering projects and campaigns successfully.</li> <li>Experience of working with multi-disciplinary teams and a range of stakeholders to deliver successful outcomes.</li> <li>Experience of leading communications projects, in a changing organisational environment, delivering against targets.</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working in a public sector environment</li> <li>Experience of budget management</li> <li>Experience of project management</li> </ul>
<p><b>Occupational Skills</b></p> <ul style="list-style-type: none"> <li>Demonstrable professional skills in the field of communications, including the ability to engage and communicate with service users and with a range of other stakeholders.</li> <li>The ability to converse at ease with customers and provide advice in accurate spoken English is essential for the post.</li> <li>Ability to engage, influence and effect change, understanding the key drivers for successful communication</li> </ul>	<ul style="list-style-type: none"> <li>Planning and project management skills</li> </ul>



## Job profile

<ul style="list-style-type: none"> <li>• Ability to use initiative to solve problems, working effectively with others to find solutions</li> <li>• Ability to focus on customer outcomes, paying attention to detail, understanding impacts on others</li> <li>• Ability to use all forms of communication, including written and oral, efficiently and effectively.</li> <li>• Ability to manage own workload and prioritise effectively.</li> <li>• Ability to support, challenge and motivate staff, from other service areas, working in multi-disciplinary teams</li> <li>• Ability to monitor services and practices to ensure agreed standards are maintained, committed to quality and accessibility</li> <li>• Flexible approach with the ability to respond effectively to changing circumstances and priorities, without losing focus or direction.</li> </ul>	
<p><b>Professional Qualifications/Training/Registrations required by law, and/or essential for the performance of the role</b></p> <ul style="list-style-type: none"> <li>• Formal qualification to degree level or equivalent (level 6) in a communications or related area</li> </ul>	<ul style="list-style-type: none"> <li>• Membership of relevant professional body or society</li> </ul>
<p><b>Other Requirements</b></p> <ul style="list-style-type: none"> <li>• Ability to travel across the County</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<p><b>Behaviours</b></p>	<p><a href="#">Link</a></p>

NB – Assessment criteria for recruitment will be notified separately.

Optional - Statement for recruitment purposes: You should use this information to make the best of your application by identifying some specific pieces of work you may have undertaken in any of these areas. You will be tested in some or all of the skill specific areas over the course of the selection process.