

JOB SUMMARY

Post Title	Communications and Campaigns Officer						
Job Family	<i>Business Support</i>	Pay Range	9	Line Manager to others?	No	Role profile ref	<u>BS09</u>
Service Area	<i>Communications and Engagement</i>						
Line Manager	<i>Senior Communications Manager</i>						
Location	<i>County Hall</i>						

Job Purpose To deliver a fully integrated media, communications, marketing, and digital campaigns service across every area of the council's operations and in partnership as required with others.			
Job Context (key outputs of team / role to provide some specific examples of role profile accountabilities) <ul style="list-style-type: none"> • Manage all aspects of communications, campaigns and consultation for specific agreed priority areas. • Contribute to all of the council's communications channels, including the website, digital and social media, print and other sources as required. • Develop, lead, implement and evaluate integrated communications and behavioural change campaigns, to promote the Island's services, policies and objectives, in line with corporate narrative, priorities and plans, working across directorates and portfolios as required. • Undertake day-to-day press liaison including, responding to reactive media enquiries; handling media at events and press conferences; briefing, advising and supporting members and senior officers with broadcast and press interviews. • Develop and deliver consultation events/collateral where appropriate and work with key stakeholders to ensure all consultations are fully informed, considered, promoted and communicated. • Develop, deliver and evaluate with colleagues as appropriate, consultation activity across agreed priority portfolios and for ensuring residents, businesses and a variety of stakeholders across the Island are effectively engaged and involved in consultation and engagement projects and that consultation activity is useful to business decision making. • Support the Emergency Management Team and senior officers in developing and managing crisis communications as required. 			
Knowledge, Skills and Experience			
Role Profile requirements.	Job specific examples. (if left blank refer to left hand column)	Essential	Desirable
Practical experience acquired through a combination of training and on-the-job experience, demonstrating development through a series of progressively more demanding and relevant work roles.	<i>Experience of media relations management, integrating marketing into campaigns, negotiation and consultations.</i>	E	
Authoritative knowledge of relevant processes, systems, policies and procedures.	<i>Experience in using and supporting content management systems as well as social media.</i>	E	
Good knowledge of other areas of the authority relevant to the service.	<i>A good understanding of council services and operational impacts that affect public perceptions.</i>	E	
Excellent ICT skills - including use of Microsoft applications and specialist systems which support procedures and record keeping.	<i>Experience in online publishing and editing Knowledge of e-communication tools and its use in achieving effective</i>	E	

JOB SUMMARY

	<i>communication both internally and externally.</i>		
Excellent written and verbal communication skills and the ability to build relationships and influence others based on knowledge of the area. Proven ability to explain technical / specialist information in a way which a non-specialist can understand.	<i>Experience of writing to a variety of audiences, including reports, on-line content, targeted marketing and knowledge of plain English.</i> <i>Experience pf working with external media teams to ensure the voice of the council is evident in the communications released</i>	E	D
Good planning and organisational skills, with proven ability to prioritise workloads, monitor and evaluate work, to ensure deadlines are achieved.	<i>Experience in planning and delivery of resident and staff communication through a range of mediums.</i> <i>Ability to development effective communication plans to specific deadlines</i>	E	
Numerate and accurate with attention to detail.	<i>Experience of obtaining effective campaign costing within the allocated budget.</i>	E	
Good problem solving and analytical skills.	<i>Ability to use analytical tools to develop better viewing results for future campaigns</i>	E	
Experience of contributing to projects as part of a team.	<i>Experience of leading and supporting communication around major projects.</i> <i>Developing communication plans with key stakeholders</i>	E	

Qualifications

Role Profile requirements.	Job specific examples. (if left blank refer to left hand column)	Essential	Desirable
Educated to level 4 standard or equivalent experience in a relevant subject.	<i>Educated to level 4 in relevant subject or have equivalent experience in communications specialist roles.</i>	E	
Relevant professional / vocational qualification or working towards this			D

Other Requirements

You will be required to take part in the out of hours rota for the media enquiries

Organisation Structure (optional)

