

## JOB SUMMARY

<b>Post Title</b>	<b>Communications and Campaigns Officer (Public Health)</b>						
<b>Job Family</b>	<i>Business Support</i>	<b>Pay Range</b>	9	<b>Line Manager to others?</b>	No	<b>Role profile ref</b>	<a href="#">BS09</a>
<b>Service Area</b>	<i>Communications and Engagement</i>						
<b>Line Manager</b>	<i>Senior Communications Manager</i>						
<b>Location</b>	<i>County Hall</i>						

<p><b>Job Purpose</b></p> <p>To deliver a fully integrated media, communications, marketing, and digital campaigns service for the council's Public Health team and in partnership as required with others.</p>
<p><b>Job Context (key outputs of team / role to provide some specific examples of role profile accountabilities)</b></p> <ul style="list-style-type: none"> <li>• Manage all aspects of communications, campaigns, and consultation for Public Health.</li> <li>• Contribute to all the council's communications channels, including the website, digital and social media, press releases print and other sources as required.</li> <li>• Develop, lead, implement and evaluate integrated communications and behaviour change campaigns, to promote the Island's Public Health services, policies, and objectives, in line with corporate narrative, priorities and plans, working across directorates and portfolios as required.</li> <li>• 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.</li> <li>• Liaise with the print and design service to ensure high quality, on-brand output that represents value for money for the council.</li> <li>• Develop and deliver consultation events/collateral where appropriate and work with key stakeholders to ensure all consultations are fully informed, considered, promoted, and communicated.</li> <li>• 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.</li> <li>• Support crisis communications as required.</li> </ul>

<b>Knowledge, Skills, and Experience</b>			
<b>Role Profile requirements.</b>	<b>Job specific examples.</b> (if left blank refer to left hand column)	<b>Essential</b>	<b>Desirable</b>
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>	<b>E</b>	
Authoritative knowledge of relevant processes, systems, policies, and procedures.	<i>Experience in using and supporting content management systems as well as social media.</i>  <i>Knowledge of behaviour change techniques and their application to social marketing</i>	<b>E</b>	<b>D</b>
Good knowledge of other areas of the authority relevant to the service.	<i>A good understanding of council services and operational impacts that</i>	<b>E</b>	

## JOB SUMMARY

	<i>affect public perceptions.</i>		
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 communication both internally and externally</i>	<b>E</b>	
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>	<b>E</b>	
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.</i>	<b>E</b>	
Numerate and accurate with attention to detail.		<b>E</b>	
Good problem solving and analytical skills.			
Experience of contributing to projects as part of a team.	<i>Experience of leading and supporting communication around major projects</i>	<b>E</b>	
<b>Qualifications</b>			
<b>Role Profile requirements.</b>	<b>Job specific examples.</b> (if left blank refer to left hand column)	<b>Essential</b>	<b>Desirable</b>
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>	<b>E</b>	
Relevant professional / vocational qualification or working towards this			<b>D</b>
<b>Other Requirements</b>			
Professional registration may be required.			
<b>Organisation Structure (optional)</b>			