



## JOB DESCRIPTION

- This form summarises the purpose of the job and lists its key tasks
- It may be varied from time to time at the discretion of the Authority, in consultation with the postholder

<b>Job Title:</b>	Communications and Digital Media Manager	<b>Job No:</b>	CSP01
<b>Reports to:</b>	Head of Communications, Strategy and Policy	<b>Team:</b>	Communications and Digital Media Team
<b>Last Updated:</b>	May 2016	<b>Grade:</b>	11

### JOB SUMMARY

- To be responsible for projection and protection of the East Herts Council brand externally with the public, partner organisations and the media and internally with all staff and Members
- Communicating good news stories to different audiences via different platforms
- Understanding and advising the Council's political and managerial leadership on emerging communications and press issues
- To develop and deliver the Council's internal and external communications strategies, ensuring East Herts maximises opportunities from modern engagement platforms and technology to establish a dialogue with audiences
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### KEY TASKS

#### Operational Responsibilities

- Act as the lead expert in communications and reputation management for the council
- Act as first point of contact with external media organisations
- Support Council and the Leadership Team with the development and delivery of communications strategies and campaigns to support marketing of services and activities, brand building and delivery of key strategic messages aligned to the Corporate Strategic Plan
- Managing all forms of corporate communication and engagement (including the website, intranet, facebook, twitter, Instagram and LinkedIn accounts)
- Managing the Communications and Digital Media team

#### Management / Supervisory / Team Working Responsibilities

- Manage Communications and Digital Media Team:
  - 1 x Communications Officer
  - 1x Digital Content Officer
  - 1x Comms and Customer Services Apprentice
  - 1x Customer Services Advisor (communications)
- To ensure all staff management issues including effective performance management, sickness and absence management, health and safety, equalities, diversity, discipline and development are maintained and exercised fully.

The above list is not intended to be exhaustive but merely to indicated the work range and core job content of the post, neither is the list arranged in priority order.



- To ensure that your own professional development and professional knowledge is up-to-date and you attend mandatory management training as required.

### **Service Delivery**

- Deliver, monitor and review external and internal communications strategies
- Proactively monitor and manage issues that affect the reputation of the council
- Working at pace

### **Communication & Contacts**

- Communicate effectively with a wide range of stakeholders and contacts at all levels
- Ensuring regular consultation with and support to other staff in relation to their communications requirements (through business partnering approach)
- Effective liaison with the design and desktop publishing team
- Advise and train staff and Members on effective use of social media

### **Financial / Budgetary Responsibilities**

- Responsible for revenue budget of circa £250k (including salaries)
- Effectively manage all operational budgets associated with this service in accordance with financial regulations

### **Other**

- This is a politically restricted post
- Access to a motorised vehicle
- Able to work outside normal office hours when necessary e.g. evening member and public meetings
- Undertake any other duties as required by the line manager that are appropriate to the level of responsibility of the post.

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# PERSON SPECIFICATION

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KEY CRITERIA	JOB REQUIREMENTS		SCORED F/I/A
	ESSENTIAL	DESIRABLE	
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree in communications/media/journalism/marketing or significant equivalent experience</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant professional qualification, e.g. CIPR or CIM</li> <li>• Experience of developing digital media content</li> </ul>	F
<b>Job Specific Skills &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• Politically aware</li> <li>• Track record of delivering proactive media campaigns</li> <li>• Able to identify options and proposals for improving communications and reputation enhancement</li> <li>• Creative and innovative</li> <li>• Able to use all media tools</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of customer focused/ communications focused internet technologies and best practice</li> <li>• Knowledge of local issues within East Herts</li> </ul>	F/I FI  F/I F/I
<b>Management / Supervisory / Team Working</b>	<ul style="list-style-type: none"> <li>• Significant experience of managing a successful communications team</li> <li>• Able to motivate a team to deliver a high performing service</li> <li>• Able to work with minimum supervision</li> </ul>		F/I  F/I
<b>Service Delivery</b>	<ul style="list-style-type: none"> <li>• Able to work under pressure and to tight deadlines</li> <li>• Able to handle a wide portfolio of projects and tasks and manage competing priorities.</li> <li>• Self-motivated and resilient</li> </ul>	<ul style="list-style-type: none"> <li>• Project management skills</li> </ul>	F/I  F/I  I



	<ul style="list-style-type: none"> <li>• Ability to work at pace</li> </ul>		F/I
<b>Communication &amp; Contacts</b>	<ul style="list-style-type: none"> <li>• Highly developed communications skills including strong written and presentation skills, and the ability to listen and influence at all levels.</li> <li>• Ability to develop and grow positive relationships with journalists and local media</li> <li>• Able to communicate effectively with different audiences (including senior managers internally and externally)</li> <li>• Ability to work constructively and effectively with members of the public and empathise with their views</li> <li>• Able to use discretion and maintain confidentiality</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with Members</li> </ul>	F/I
			F/I
			F/I
			F/I
<b>Other</b>	<ul style="list-style-type: none"> <li>• Attend evening meetings</li> </ul>		F

**Key:**

F = Application Form

I = Interview

A = Assessment