

East Herts Council

STANDARD 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.



Job Title: Communications Officer

Team: Communications and Digital Media

Reports to: Communications and Digital Media Manager

JOB SUMMARY

To contribute to the provision of a comprehensive Communications service and to actively seek out all opportunities to promote and publicise the services, activities and achievements of East Herts Council and its people locally, regionally and nationally.

KEY TASKS

1. *Professional/Operational Responsibilities*

To support and enhance all aspects of the Communications Service, improving the reputation and sustainability of East Herts Council, including:

- The creation and implementation of service-specific communications plans to ensure communications resources are planned proactively through account management
- Contributing information through a range of communications tools including residents magazine, intranet, enewsletter, website, and social media channels.
- Organising and co-ordination of internal communications such as staff briefings, weekly staff e-mail and intranet updates
- Dealing with and responding to press inquiries and liaising with senior managers, service managers and key Members
- Act as lead officer on projects and publications as agreed with the Communications and Digital Media Manager
- Update East Herts Council website and intranet to ensure that information is relevant and current.
- Creation of video content to be used on the councils digital channels

2. *Team Working*

- Work with designated services to forward plan publicity requirements and advise on all

communications issues.

- Liaise with other members of Communications and Digital team to ensure all communications channels are fully utilised.

3. **Contacts**

- To respond to, and deal with, media enquiries on a day-to-day basis, involving liaison with Executive Members, Directors and Senior Officers as appropriate.
- To provide general help, advice and assistance, both internally and externally, on communications issues and to help maintain corporate identity standards.

4. **Service Delivery**

- To attend Council meetings out of hours on a regular basis (as part of a rota)
- To assist the Communications and Digital Media Manager in organising promotional campaigns on key issues, civic events, seminars and exhibitions as required.
- To carry out any other duties commensurate with the post which may be required from time to time.
- Working at pace

5. **Communication**

- Within the organisation: Communications team specifically Graphic Design, Website, DTP. All councillors, and all sections.
- Outside the organisation: Media representatives, members of the public, other organisations such as councils, police, designers.

6. **Other**

Ensure awareness of the council's Safeguarding Policy and take a proactive approach to ensure the safeguarding of residents at all times.

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STANDARD PERSON SPECIFICATION

- This form lists the essential and desirable requirements needed in order to do the job.
- Applicants will be shortlisted solely on the extent to which they meet these requirements



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KEY CRITERIA	JOB REQUIREMENTS	F/I/T
Qualifications	<ul style="list-style-type: none"> • A good standard of general education, to at least A level or equivalent – preferably to Degree level. • To hold a relevant professional qualification would be desirable e.g. CIPR qualification 	F F
Job Specific Skills & Knowledge	<ul style="list-style-type: none"> • Proven communication skills, with at least 12 months' experience in a communications role. Public sector experience would be desirable. • Computer literate with experience of Windows based packages, Adobe Photoshop and Premier Pro desirable. • Experience of running social media accounts • Content management or web editing experience desirable • Experience using an e-mail marketing platform desirable • 	F/I F F/I F/I F/I
Management/ Supervisory/ Team Working	<ul style="list-style-type: none"> • Evidence of ability to work pro-actively. • Evidence of using own initiative • Proven ability to prioritise workload and to work within tight deadlines. 	F/I F/I F/I

KEY CRITERIA	JOB REQUIREMENTS	F/I/T
	<ul style="list-style-type: none"> • Experience of writing reports to management level would be desirable, but not essential • Experience of working mostly unsupervised – including meetings, press briefings etc 	F/I F/I
Contacts	<ul style="list-style-type: none"> • Evidence of strong interpersonal and communication skills 	I
Service Delivery	<ul style="list-style-type: none"> • Organisational skills – ability to prioritise own workload • Experience of working, often under pressure, to meet deadlines. • Ability to work at pace 	I I I
Communication	<ul style="list-style-type: none"> • Excellent verbal, written and creative communication skills required for pro-active work, contact with the press and public, officers etc. • Experience in assimilating complicated information and making it plain, simple and easy to understand. 	I/T I/T
Other	<ul style="list-style-type: none"> • An understanding of the necessity of good photography in publicity would be desirable. • The council is committed to safeguarding and promoting the welfare of all its residents specifically children and vulnerable adults. The council expects all its staff to have an understanding of Safeguarding and to share this commitment. • 	I/T

KEY

F = Application Form
I = Interview
T = Test