



## JOB PROFILE

<b>SERVICE AREA</b>	Digital & Customer Engagement
<b>JOB TITLE</b>	Communications Officer
<b>POST NUMBER</b>	
<b>GRADE</b>	E
<b>RESPONSIBLE TO</b>	Communications Manager Corporate Director – Digital & Customer Engagement
<b>KEY LIAISON WITH</b>	Communications Manager Extended Leadership Team Corporate Director – Digital & Customer Engagement
<b>JOB PURPOSE</b>	To maintain, enhance and expand the reputation of the Council with stakeholders and promote engagement and positive communications internally and externally.

### KEY CORPORATE ACCOUNTABILITIES

1. To work with colleagues to achieve service plan objectives/targets.
2. To participate in Employee Development Scheme/Appraisals and contribute to the identification of your own and team development needs
3. To actively promote the Council's Equal Opportunity Policy and Diversity Strategy and observe the standard of conduct which prevents discrimination taking place.
4. To ensure full compliance with the Health and Safety at Work Act 1974 etc., the Council's Health and Safety Policy and all locally agreed safe methods of work.
5. To fully understand and be aware of the commitment to Section 17 'Duty of the Crime and Disorder Act 1998 to prevent crime and disorder'.
6. To accept, and exercise personal responsibility and commitment for the achievement of Service and Council wide, customer orientated, high quality service provision objectives.
7. As a condition of employment, all members of staff are required to adhere at all times the prevailing regulations and procedures applying in the Service, to the Council's Financial Regulations and Standing Orders,



#### KEY CORPORATE ACCOUNTABILITIES

- and to the standards of conduct contained in and arising from the National Code of Local Government Conduct. All such documents are available for reference in your Directorate and in the Personnel Office.
8. A personal commitment to diversity ensuring equality of opportunity and inclusivity for all staff and customers in the workplace and through the provision of services.
  9. To promote an active health and safety culture. Ensure that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons and to comply with the policies and procedures relating to health and safety within the Directorate and Borough Council.
  10. To adhere to and have due regard to the data protection Act 2018 (GDPR) when carrying out your role.
  11. Such other activities as may from time to time may be agreed consistent with the nature of the job described above.

#### KEY SERVICE-RELATED ACCOUNTABILITIES

1. Develop the appropriate 'voice' and branding across the Council's core social media channels.
2. Ensure the effective use and management of the Council's core social media channels – working with services to develop innovative ways of supporting the authority's key messages and Corporate Strategy.
3. Increase positive interactions with the Council's core social media channels through stakeholders and community groups.
4. Responsible for social listening projects to increase engagement with local online communities to better serve the needs of Brentwood residents.
5. Monitor the core corporate social media accounts, flagging any potential reputational issues and working with services to develop suitable responses to any enquiries received through social media.
6. Schedule content across the Council's core corporate accounts and sharing any relevant content from national, regional and local partners or organisations.
7. Work with the Communications Manager to develop, promote and implement internal and external communications ensuring compliancy with the local authority governance.



8. Support the Communications Manager to develop any required training to enable services to better understand how social and digital communications work and how they can maximise its potential.
9. Create communications plans, reports, press releases and social media schedules as required for services, members and partners and reporting back on social media reach and interaction.
10. Advise on potential digital methods that will effectively and efficiently support the aims and objectives of services, as well as individual projects, to ensure that the Council is up to date with social media options and trends, including video production and social media graphics.
11. Undertake any tasks to support the Communications Manager and ensure the smooth delivery of the communications function including horizon scanning and keeping up to date with government, local government and partner work.
12. To deputise for the Communications Manager as and when required.
13. To contribute personally towards the achievement of the Council's Corporate Strategy.



## PERSON SPECIFICATION

**JOB TITLE:** Communication and Media Officer

**DEPARTMENT:** Communications

**Information for Applicants:** The Person Specification provides an outline of the experience, skills and abilities we expect the Successful Applicant to possess. You should match your own skills, experience, and abilities to those listed below. Tell us in what way you have carried out the criteria asked for. **Disabled people will be offered an interview where they meet the Essential Criteria alone**

### Method of Testing

1 = Application Form 2 = Interview 3 = Assessment Tests

### Weighting of Criterion

1 = Low Importance 2 = Medium Importance 3 = High Importance

<u>Key Competencies and Behaviours</u>	How Measured 1 - 3	Weighting of Criterion 1 - 3
<b>1. Skills and Abilities – Essential</b>		
1.1 Ability to engage and persuade partners and stakeholders, residents, and Councillors.	1, 2	2
1.2 Ability to work on multiple work streams consecutively to tight deadlines and react to changing events or requirements.	1, 2, 3	3
1.3 A good understanding of social media and content generation.	1, 2	2
1.4 Excellent communicator	2, 3	3
1.5 Excellent attention to detail.	1,2	3
<b>1. Skills and Abilities – Desirable</b>		
1.6 Ability to produce digital artwork and graphics, using a platform such as Adobe InDesign	1, 2	2
<b>2. Special Knowledge – Essential</b>		
2.1 Up to date knowledge of current affairs in relation to National, Regional and Local Government	1, 2, 3	3
2.2 An understanding of Local government and the stakeholder experience	1, 2	2



<u>Key Competencies and Behaviours</u>	How Measured 1 - 3	Weighting of Criterion 1 - 3
<b>2. Special Knowledge – Desirable</b>		
2.1 An understanding of the communications function including horizon scanning and keeping up to date with Government, Local Government, and partner work.	1, 2	2
<b>3. Experience – Essential</b>		
3.1 Previous experience of undertaking a range of functions with regards to communication, preferable within Local Government.	1, 2	3
3.2 Previous experience of running social media accounts across multiple audiences and stakeholders.	1, 2	3
3.3 Substantial experience of social media production and maintenance.	1, 2	3
3.4 Experience of using a range of IT systems, for example Microsoft Office.	1	3
3.5 Previous media experience with factual content	1, 2	3
<b>3. Experience - Desirable</b>		
None		
<b>4. Other Requirements – Essential</b>		
4.1 A relevant media or communications qualification or an equivalent level of experience.	1	3
<b>4. Other Requirements – Desirable</b>		
4 Out of hours working may be required	1, 2	2
<b>5. Equality – Essential</b>		
5.1 Ability to treat all persons equally and with respect	2	3
<b>5. Equality – Desirable</b>		
None		