



## APPLICATION FOR EMPLOYMENT

Thank you for the interest you have shown in the vacancies within Stockton on Tees Borough Council.

Completed forms can be e-mailed to [recruitment@xentrall.org.uk](mailto:recruitment@xentrall.org.uk) or posted to **Xentrall Recruitment Services, PO Box 891, Stockton on Tees, TS19 1JT**, marking the envelope in the top left hand corner with the post reference number.

In accordance with our recruitment procedures, your application will only be considered if it is received on or before the closing date as shown in the advertisement.

In the interests of economy, applications received via the post are not automatically acknowledged. If you require confirmation that your application has been received please enclose a stamped addressed envelope or telephone 01642 526992.

If you have not been contacted within 4 weeks of the closing date for receipt of applications, please assume that on this occasion your application has not been successful.

## **Media Relations Officer**

**Vacancy ID: 010528**

Salary: £30,507.00 - £32,878.00 Annually

Closing Date: 20/10/2019

### **Benefits & Grade**

Grade K

### **Contract Details**

Fixed term until 30/09/2021

### **Contract Hours**

37 hours per week

### **Job Description**

We're looking for a talented communications professional to fill this important role in our busy media relations team.

Sitting at the heart of the organisation, this progressive team serves as the council's 'newsroom', so working at a fast pace to meet multiple tight deadlines is the norm.

You will help to deliver a range of communications activities across the council.

This will see you get involved in everything from the handling of media enquiries to the production of engaging social media content, including video content.

You will be a team player with an unwavering commitment to high standards and a relentless drive to provide a first-class service.


An online application form and further information is available from [www.stockton.gov.uk/jobs](http://www.stockton.gov.uk/jobs).

Please ensure you refer to the Job Description and the essential and desirable criteria in the Person Specification when completing the Personal Statement on the application form, as this information is used to select candidates for interview.

If you would like an informal discussion about the post, please contact David Crosby, Media Manager, on 01642 526 162 or email [david.crosby@stockton.gov.uk](mailto:david.crosby@stockton.gov.uk)

The application form is available in alternative formats from Xentrall Recruitment Services, tel: 01642 526992 or email [recruitment@xentrall.org.uk](mailto:recruitment@xentrall.org.uk)

Stockton-on-Tees Borough Council ensures that all customers, both internal and external receive a consistently high quality level of service.

 <b>Stockton-on-Tees</b> BOROUGH COUNCIL		<b>JOB DESCRIPTION</b>	
<b>Directorate:</b>  <b>HR, Legal &amp; Communications</b>		<b>Service Area:</b>  <b>Consultation, Communications &amp; Engagement</b>	
<b>JOB TITLE: Media Relations Officer</b>			
<b>GRADE: K</b>			
<b>REPORTING TO: Media Manager</b>			
<b>1.</b>	<b>JOB SUMMARY:</b>  To assist the Senior Media Relations Officer in the delivery of a media relations service to the Council		
<b>2.</b>	<b>MAIN RESPONSIBILITIES AND REQUIREMENTS</b>		
	1	To give professional media advice and assistance to Council members and officers on key projects and sensitive issues.	
	2	To deal with press and media enquiries; write news releases and feature articles; arrange photo calls and press briefings/conferences, and ensure that accurate, factually correct and timely information is provided to the public through media outlets and broadcasting organisations.	
	3	To assist in the development and provision of Social Media services in the Council, including producing and managing content for the Council’s Social Media platforms.	
	4	To maintain a formal and informal network across the Council to ensure that the Media team is up to date on Service activities, thereby ensuring that as far as possible all positive media opportunities are exploited and that potentially negative media issues are handled quickly and effectively	
	5	Write and sub-edit copy and produce material for Council publications, including Stockton News and KYIT.	
	6	To assist in the collation of responses to Freedom of Information requests and to give advice as appropriate.	
	7	Give professional advice and assistance to Council departments so they can obtain the best and most cost-effective communications results.	
	8	To monitor and analyse relevant media coverage.	
	9	To collate and disseminate media coverage to provide useful information to other services within the Council.	
	10	To provide media relations support in the event of an emergency.	
<b>3.</b>	<b>GENERAL</b>		
<b>Job Evaluation</b> - This job description has been compiled to inform and evaluate the grade using the NJC Job Evaluation scheme as adopted by Stockton Council.			

**Other Duties** - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties from time to time within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

**Workforce Culture and supporting behaviours and Code of Conduct** – The post holder is required to carry out the duties in accordance with Workforce Culture and supporting behaviours, code of conduct, professional standards and promote equality and diversity in the workplace.

**Shaping a Brighter Future** – The post holder will embrace the Council's "Shaping a Brighter Future" programme.

**Personal Development** – As defined by the Council's Culture Statement, all employees will take responsibility for their own development

**Customer Services** – The post holder is required to ensure that all customers both internal and external, receive a consistently high quality level of service, commensurate to the standards required by Stockton on Tees Borough Council.

**Policies and Procedures** – The post holder is required to adhere to all Council Policies and Procedures.

**Health and Safety** – The post holder has a responsibility for their own health and safety and is required to carry out the duties in accordance with the Council Health and Safety policies and procedures.

**Safeguarding** – All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Stockton Council's Safeguarding Policy. In addition employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.

**Job Description dated            July 2019**

## PERSON SPECIFICATION

Job Title/Grade	<b>Media Relations Officer</b>	<b>K</b>
Directorate / Service Area	<b>HR, Legal &amp; Communications</b>	<b>Consultation, Communications &amp; Engagement</b>
Post Ref:	<b>31275 / POS003397</b>	

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>MEANS OF ASSESSMENT</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>Graduate qualification or equivalent</li> <li>Relevant professional qualification or equivalent work related experience.</li> </ul>		Application form
<b>Experience</b>	<ul style="list-style-type: none"> <li>Experience of journalism or other media and/or local government communications with a good understanding of how media works</li> <li>Experience of the structure and workings of a large organisation</li> </ul>		Application / Interview
<b>Knowledge &amp; Skills</b>	<ul style="list-style-type: none"> <li>An accomplished communicator, both formally and informally at all levels within and outside the organisation</li> <li>Excellent ability in written English.</li> </ul>		

	<ul style="list-style-type: none"> <li>• Ability to understand, analyse and distil a clear message from complex and potentially controversial information</li> <li>• Ability to appreciate different points of view and potentially varying interpretations of information and situations</li> <li>• Ability to think creatively</li> <li>• Strong Commitment to the public service</li> <li>• A high degree of integrity</li> <li>• Ability to work effectively in a fast moving environment</li> <li>• High-level of drive and motivation to achieve</li> <li>• Outcome and achievement focussed</li> <li>• Committed to equality of opportunity in employment and service delivery</li> <li>• Committed to continuous improvement.</li> </ul>		
<b>Specific behaviours relevant to the post</b>	<ul style="list-style-type: none"> <li>• Demonstrate the Council's Behaviours which underpin the Culture Statement</li> <li>• Uses political judgement and sensitivity</li> <li>• Strong interpersonal and networking style</li> <li>• Committed to acting corporately and collaboratively</li> </ul>		Application / Interview
<b>Other requirements</b>			

Person Specification dated      **July 2019**

## **Conditions of Service**

### **General**

Conditions of service will vary from service to service. However, there are some general points to cover.

Conditions of service generally are those contained in the appropriate National Joint Council Schemes but have been supplemented in a number of areas by locally agreed conditions. The relevant Handbooks are available for reference in all departments.

### **Office Hours**

The normal working week is 37 hours. Council offices are generally open to the public from 8.30 a.m. to 5.00 p.m. (4.30p.m. on Friday). The majority of office staff are able to take part in the Councils flexible working hours scheme. Elsewhere, fixed hours or shift working may be operated according to the needs of a particular service.

### **Annual Leave**

The basic annual leave entitlement is 26 days plus 8 public holidays. Employees with 5 years continuous service receive 31 days annual leave.

### **Sick Pay**

Most employees are covered by the provisions of the nationally agreed sick pay schemes which allow periods of absence on half pay and full pay according to length of service.

### **Pension**

You will automatically be entered into the Local Government Pension Scheme (LGPS) unless you choose to opt out. This is a contributory pension scheme and meets Government standards for automatic enrolment. If you do not opt out within three months of joining the LGPS, you will not be eligible to receive a refund of your contributions but will instead be given deferred benefits within the Scheme. If you decide to opt out of the Scheme your employment, earnings and age will be monitored in line with automatic enrolment guidelines.

### **Medical Examination**

Before commencing your employment, you will need to complete a medical questionnaire and may be subject to a medical examination.

### **Probation**

New entrants to Local Government will be required to complete a six month probationary period.

### **Equal Opportunities**

The Council is working towards an environment where all employees, residents and service users receive equal treatment regardless of gender or gender reassignment, marital or civil partnership status, sexual orientation, age, disability, race, religion or belief, social origin, pregnancy and maternity.

### **Job Sharing**

A voluntary Job Sharing Scheme is in operation. Applications to job share are welcome and there is no requirement for you to apply with a partner.

### **Payment of Salaries**

Salaries are paid monthly on the last working day of the month. All payments are made by credit transfer direct to a nominated bank or building society.

### **Smoking Policy**

The Council operates a No Smoking Policy.

### **Politically Restricted Posts**

The Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 designate certain posts as politically restricted. If this is the case it will be detailed on the job description and means that you would be disqualified from being a member of a Local Authority, the House of Commons or of the European Parliament. Further information is available upon request.

### **Rehabilitation of Offenders Act 1974**

Having a criminal record will not necessarily bar you from working for the Council. This will depend on the nature of the post and the circumstances and background of your offence(s). To assist the Council in determining the suitability of your employment, certain posts are subject to a DBS check. If this is the case an appropriate statement will appear in the recruitment advertisement.