

## DARLINGTON BOROUGH COUNCIL

### RESOURCES

#### JOB DESCRIPTION

<b><u>POST TITLE :</u></b>	Communications Officer
<b><u>PAY BAND :</u></b>	Band 9
<b><u>JOB EVALUATION NO.</u></b>	D3214
<b><u>REPORTING RELATIONSHIP</u></b>	Communications and Marketing Manager
<b><u>JOB PURPOSE :</u></b>	Support the delivery of the corporate communications function.
<b><u>POST NO.</u></b>	POS001361C
<b><u>PDR COMPETENCY FRAMEWORK</u></b>	Level 1, Expected Competencies for all employees

#### MAIN DUTIES/RESPONSIBILITIES

1. Protect and project a positive reputation of the Council.
2. Proactively engage with Council services to identify opportunities to raise public awareness of services provided, to promote the overall role of the Council, and design and implement plans to achieve these objectives.
3. Work with senior officers to support and where appropriate, lead the design and delivery of corporate communications plans and their evaluation.
4. Develop and oversee the production of materials (including multimedia products) to support corporate communications.
5. Develop and implement innovative ideas for communications with employees and the public.
6. Evaluate the impact of communications and marketing activities, suggesting improvements based on evidence and best practice.
7. Support the Communications & Marketing Manager to ensure the Council maximises the benefits of its main corporate communications channels, namely social media, media/press, 'One Darlington' magazine, and internal communications.
8. Support the preparation and dissemination of key public information and announcements in relation to public meetings.
9. Attend key public meetings when required to identify matters that may require communications support.
10. Develop and maintain the skills to provide the necessary communications support in the event of a civil emergency, recognising that flexible working may be required in such situations.

11. Assist with the production of the Council's contribution to the 'One Darlington' magazine – undertaking copy writing, photography and proof reading tasks and working with our media partners.
12. Support the successful delivery of internal communications activities.
13. Provide an effective media relations service including being a first point of contact for the media, working with senior officers and members to successfully handle sensitive issues and media enquiries, preparing and distributing news releases, and organising media briefings and photo calls.
14. Initial point of contact for public enquiries received via social media, responding and forwarding as appropriate.
15. Anticipate sensitive or potentially damaging issues and support the Communications and Marketing Manager in working with elected members and senior officers to develop and implement mitigating actions as required.
16. Provide media, social media and public relations support and advice to service departments.
17. Absorb complex information on a range of subjects and convert into plain English suitable for a variety of audiences.
18. Support the governance, and maintenance of the Councils website.
19. Occasionally work evenings and weekends to meet the needs of the service, potentially at short notice.
20. Ensure that you work in line with all the Council's policies and procedures and ensure that you are aware of your obligations under these.
21. Behave according to the Employees' Code of Conduct and ensure that you are aware of your obligations and responsibilities re: conflicts of interest, gifts, hospitality and other matters covered by the Code.
22. Carry out your role in line with the Council's Equality agenda.
23. To comply with health and safety policies, organisational statements and procedures, report any incidents / accidents/ hazards and take a pro-active approach to health and safety matters in order to protect yourself and others.
24. Any other duties of a similar nature related to this post that may be required from time-to-time.
25. Darlington Borough Council and schools within the Borough are committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment.
26. This post is Politically Restricted under the Local Government and Housing Act 1989. As such, the post holder is unable to be a Member of a Local Authority, an Member of Parliament, the Scottish Parliament or the Welsh Assembly.

27. The post holder is also restricted from standing as a candidate for local government election; acting as an election agent; being an officer of a political party or any branch of a political party or a member of any committee or sub-committee of such a party; canvassing on behalf of a political party or a person who is or seeks to be a candidate and speaking to the public at large or publishing any written or artistic work that could give the impression that they are advocating support for a political party.

**Date: May 2020**

**DARLINGTON BOROUGH COUNCIL****PERSON SPECIFICATION****COMMUNICATIONS OFFICER****RESOURCES****POST NO. POS001361C**

All appointments are subject to satisfactory references.

<b>Criteria No.</b>	<b>Attribute</b>	<b>Essential (E)</b>	<b>Desirable (D)</b>
	<b>Qualifications &amp; Education</b>		
<b>1</b>	5 GCSE passes (A to C grade pre-2017 or level 9-4 post-2017).		<b>D</b>
<b>2</b>	A' levels, HNC or Degree in communications related subjects.		<b>D</b>
	<b>Experience &amp; Knowledge</b>		
<b>3</b>	Approximately three years' experience working in a corporate communications environment.	<b>E</b>	
<b>4</b>	Experience of dealing confidently and effectively with sensitive media enquiries, and providing sound advice to senior officers.	<b>E</b>	
<b>5</b>	Experience in providing effective support and advice in relation to crisis communications.	<b>E</b>	
<b>6</b>	Experience of working with e-communications (including social media), photography, publications and other marketing materials in a corporate environment.	<b>E</b>	
<b>7</b>	Experience of working in project teams.	<b>E</b>	
<b>8</b>	Experience of effective research, analysis and evaluation.	<b>E</b>	
<b>9</b>	Experience of interpreting complex information and converting it into a format so that it can be understood by a variety of audiences.	<b>E</b>	
<b>10</b>	Experience of compiling press releases that achieve excellent coverage.	<b>E</b>	
<b>11</b>	Experience of designing, planning, delivering and evaluating marketing activities.	<b>E</b>	
<b>12</b>	Previous experience of providing a communications service to support one or more of the following service areas: Economic Growth, Children's and Adults Services, Leisure, Environmental services.		<b>D</b>
<b>13</b>	Understanding of Local Government, it's responsibilities, the challenges it has to overcome, and the effects of operating in a political environment.		<b>D</b>
<b>14</b>	Experience of working with elected members.		<b>D</b>
	<b>Skills</b>		
<b>15</b>	Demonstrable ability to communicate both orally and in writing to a wide range of audiences, including presentations, report writing, news releases and editorial for print and on-line publishing.	<b>E</b>	
<b>16</b>	IT Literate, capable of using MS Word/ Excel and office packages.	<b>E</b>	
<b>17</b>	Ability to capture good quality photographs of people and locations suitable for use online and in print.	<b>E</b>	
<b>18</b>	Proven ability to deal effectively with client Departments, outside organisations and customers.	<b>E</b>	
<b>19</b>	Proven ability to work successfully as part of a team.	<b>E</b>	
<b>20</b>	Ability to produce original and creative ideas, identify and solve problems	<b>E</b>	
<b>21</b>	Ability to use tact and diplomacy when dealing with a wide range of people.	<b>E</b>	

22	Able to work under pressure, to establish priorities and achieve tight deadlines.	E	
23	Ability to deal confidently with a wide range of people including elected members, colleagues, partners, members of the public and journalists.	E	
24	Ability to present complex information in a logical and systematic manner, that can be understood by a range of different audiences.	E	
25	Ability to use initiative and make decisions outside immediate policy and procedure, and without reference to manager.	E	
26	Ability to regularly give advice and guidance, including demonstrating duties, instructing and checking the work of others	E	
<b>Personal Attributes</b>			
27	Ability to be self-motivated, creative, flexible to meet the needs of the service	E	
28	Willing to develop existing skills and learn new ones.	E	
<b>Special Requirements</b>			
29	Capable of independent travel to carry out the requirements of the post	E	