RESOURCES & DEVELOPMENT DEPARTMENT

JOB DESCRIPTION

**JOB TITLE:** COMMUNICATIONS AND MARKETING OFFICER

DIVISION: CORPORATE SERVICES

GRADE: BAND 8

RESPONSIBLE TO: COMMUNICATIONS AND MARKETING MANAGER

POST REF NO: 107641

# Purpose of Post

To assist in the co-ordination of the Council’s communications and marketing activities.

Key Relationships

* Communications and Marketing Manager
* Council Officers, including Chief Officers and Senior Communications and Marketing Officers
* Councillors and Policy Chairs
* Other Communications and Marketing professionals across the Tees Valley
* National and regional media

# Key Functions

1. To assist in the maintenance and development of the Council’s online communications presence including the website, social network platforms, intranet and other digital communications.
2. To assist the Council’s Graphic Designer in the design of Council newsletters to residents and staff, brochures, leaflets, posters and other appropriate publications and promotional materials.
3. To assist in the writing of Council publications including newsletters to residents and staff and other appropriate publications and promotional materials.
4. To be responsible for the promotion and marketing of the Council’s Events Calendar.
5. To assist in the coordination, delivery and evaluation of events-related publicity.
6. To produce press releases and deal with media enquiries, often to tight and unpredictable deadlines.
7. To provide support and advice to elected members and Council officers on communication-related activities, including advising on the Council’s Media Protocol and any GDPR implications for communications-related activities.
8. To assist in revising and updating any Council communication policies and the Council’s Media Protocol if required.
9. Any other duties of a related nature which might reasonably be required and allocated by the Communications and Marketing Manager.

# Developments

The work of all Local Government departments changes and develops continuously which in turn requires staff to adapt and adjust. The functions/responsibilities above should not therefore be regarded as immutable but may change commensurate with the grading of the post. Any such changes will naturally be the subject of discussion and consultation.