**Job Description**

**Job Title:** Communications, Media and Events Officer

**Salary Grade:**  6

**SCP:** 22 - 25

**Job Family:** OS – Organisational Support

**Job Profile:** OS3

**Directorate:** Corporate and Commercial

**Job Ref No:**  TBC

**Work Environment:** Office

**Reports to:** Communications, Media and Events Manager

**Number of Reports**: None

**Hours:**  37 hours

Your normal place of work will be at the Stanfield Centre, but you may be required to work at any Company recognised workplace.

1. **Purpose**

The purpose of this role is to:

* To support the delivery of professional internal and external communications to support the successful promotion and reputation of the company and our services
* To dynamically lead the planning and delivery of company events that support promotion of the company and engagement with key stakeholders, children and young people and staff.

**2. Key Responsibilities**

* To support the Communications, Media and Events Manager with the development and delivery of the company’s internal and external communications, media and events work programme, including taking the lead on specific project assignments as directed.
* To support the day to day maintenance of the company’s website and social media channels including the Facebook, Twitter, LinkedIn and Instagram.
* To draft content for press releases, social media, the company website and promotional materials as appropriate, with oversight from the Communications, Media and Events Manager.
* To lead on, as directed, the creation and development of branded promotional materials including posters, leaflets, banners, etc
* To respond effectively to enquiries in a timely manner across all channels and ensure that up to date information is provided to service users.
* To alert the Communications, Media and Evens Manager to communications enquiries and issues as appropriate, employing a problem-solving ability.
* In conjunction with appropriate managers and staff, plan and support a range of events including conferences, workshops and celebration events for internal and external stakeholders that achieve their defined objectives and within agreed budgets.
* Support managers and staff as needed to deliver all event materials through liaison with suppliers (venues, caterers etc.) and oversee logistical arrangements for the delivery of events, including attendance as relevant to ensure events are run smoothly and to plan.
* To identify and implement innovative, fresh fundraising and sponsorship ideas to support the delivery of the company’s events programme.
* To lead and co-ordinate the promotion and marketing of events e.g. promotional materials, press releases and digital content.
* Maintain appropriate electronic and paper records including the documentation of individual events, both written and photographically.
* To lead on developing a feedback and evaluation system to ensure events are of high quality and meet the needs of stakeholders.
* To work independently and effectively with discretion and using initiative with internal and external stakeholders on communications activity.
* To effectively manage a busy workload and competing priorities and timescales.
* Assist in other duties from time to time that are broadly consistent with this job description.
* To champion diversity and equality.

**3. Additional Information/Other Requirements**

* Other duties and responsibilities allocated appropriate to the grade of this post.
* The post will be based within Together for Children’s Performance and Quality Directorate.
* The post will be required to work with council partners on joint media campaigns.
* The post will report to the Communications, Media and Events Manager.

1. **Statutory Requirements**

In line with the Together for Children’s Statutory Requirements, all employees should:

* Comply with the principles and requirements of the General Data Protection Regulation (GDPR) in relation to the management of Together for Children Sunderland’s records and information and respect the privacy of personal information held by Together for Children Sunderland.
* Comply with the principles and requirements of the Freedom in Information Act 2000.
* Comply with the Together for Children Sunderland’s information security standards, and requirements for the management and handling of information.
* Use information only for authorised purposes.
* Undertake the duties of the post in accordance with the Company’s Equal Opportunities Policy, Health and Safety Policy and legislative requirements and all other Company policies.

**Person Specification**

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| **Essential requirements/qualifications** | Application Form |
| * NVQ Level 3 or equivalent * A minimum of two year’s experience in a similar role |
| **Experience** | Application Form/Interview |
| * Excellent written and verbal communication skills * Proven to relate to people from all walks of life, as well as the drive and enthusiasm to make things happen * Proven track record with the highest standards of customer care * Proven track record in working successfully as part of a team * Experience creating targeted content across multiple channels is advantageous * Experience with press release writing and dealing with media enquiries is advantageous |
| **Knowledge and understanding** | Application Form/Interview |
| * Strong knowledge of communication and marketing practices and techniques * Strong knowledge of effective events planning and delivery * Knowledge of social media platforms and content creation |
| **Skills** | Application Form/Interview |
| * Excellent writing and proof-reading skills * Project management skills, with the ability to coordinate event logistics effectively * Ability to plan and deliver effective of communications and marketing campaigns * Ability to create effective content and printed materials to market events * Ability to create varied and engaging content for social media and website, for a range of audiences * Experience of working with website and social media content management systems * Experience managing event budgets and tracking income and expenditure on budget lines * Able to use a PC to prepare documents, record information or input data using Microsoft Office suite * Excellent ICT skills, including the ability to learn new systems and maximise benefits of existing system * Excellent organisational and time-management skills with the ability to work flexibly in a pressurised environment * Be an effective team player * Ability to work with a range of stakeholders, including the public * Demonstrate the ability to be creative, resourceful, enthusiastic, and flexible in your work * Engage others to participate in wider campaigns and encourage an integrated, relevant and engaging approach to communications within the city |
| **Ability** | Application Form/Interview |
| * Maintain and develop relationships with a diverse range of people and organisations * Be agile and handle a varied, diverse and full workload * Meet the travel requirements of the post * Work outside of normal working hours to meet the needs of the service * Delight customers, delivery high quality services to meet needs and exceed expectations * Seek and consider the views of others in setting and deciding plans, activities, and progress * Work at a face pace, coping well with higher levels of workload * Be creative in working through problems and making decisions * Influence and persuade |
| **Commitment to Equal Opportunities** | Application Form |
| **Behaviours and Values** | Application Form/Interview |
| * Able to always to act in accordance with TfC company values: child centred, transparent, respectful, and creative * To remain calm, composed, resourceful and professional in the face of challenge * Demonstrate resilience in the face of competing priorities |

**June 2021**