Media Officer

Grade 9

Our Vision

An innovative, ambitious and sustainable county, where everyone has the opportunity to prosper, be healthy and happy.

Our Outcomes

We want everyone in Staffordshire to:

* Have access to more good jobs and share the benefit of economic growth
* Live in thriving and sustainable communities
* Be healthier and more independent for longer

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, flourish and contribute to our ambitious plans. Our values are at the heart of the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

* Ambitious – We are ambitious for our communities and citizens
* Courageous – We recognise our challenges and are prepared to make   
  courageous decisions
* Empowering – We empower and support our people by giving them   
  the opportunity to do their jobs well.

About the Service

Staffordshire County Council’s award-winning Communications Team is responsible for developing and implementing council-wide internal and external communications based on the annual communications plan. Our work promotes the vast, diverse work of the county council that has a daily impact on the lives of Staffordshire’s 850,000 residents.

We plan and deliver corporate marketing and campaigns activity, media relations and reputation management, digital communications including social media, internal communications, corporate publications, place marketing, stakeholder engagement, and lobbying activity.

The Communications team’s aim is to enhance and protect the council’s reputation locally, regionally, and nationally. To help us do this, we give advice, support, and training to senior managers, colleagues, and members across all directorates and subject matters, including media issues and digital communications. We also do this through our many and varied campaigns that we deliver to help change behaviours, raise awareness, and increase understanding about what the county council does for people, and how we support people, businesses, and communities.

We also give advice and support about consultation with residents, service users and other stakeholders so that the county council can engage people effectively. The people of Staffordshire are at the heart of everything we do.

Reporting Relationships

Responsible to: Head of Media

Key Accountabilities:

* Contribute to integrated communications campaigns which support key council priorities set out in the Strategic Plan and are agreed as part of the Communications Planning process.
* Advise senior members and managers on media and social media issues, which are consistent with council priorities, objectives and communication standards.
* Work in a project team, and where appropriate with external agencies, on the delivery of media relations work for the Council
* Build informal and formal relationships with journalists, news editors, planners from a range of local, regional and national media organisations.
* Contribute to the day-to-day delivery of the website news section, and produce content to share across corporate media channels
* Use planning, evaluation and reporting tools e.g. Weekly Issues, Planning Grid, Cision.
* Help deliver targets, where set, for the delivery of media hits and evaluation scores.
* Be part of an out of hours media cover rota to help manage emergencies, deal with media inquiries, monitor media coverage and prepare statements/set up interviews.
* Help maintain and utilise audience/media/contact databases to support the effective planning, implementation and evaluation of on-line and off-line media activities.
* Undertake various other tasks and duties appropriate to the grading and responsibility of the post as required.
* The nature of the work may involve the post-holder carrying out work outside normal working hours.
* The post-holder may be required to attend, from time to time, training courses, conferences, seminars or other meetings as required by his/her own training needs and the needs of the service.

**Professional Accountabilities:**

The post holder is required to contribute to the achievement of the Council objectives through:

**Financial Management**

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

**People Management**

Engaging with People Management policies and processes

**Equalities**

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

**Climate Change**

Delivering energy conservation practices in line with the Council’s climate change strategy.

**Health and Safety**

Ensuring a work environment that protects people’s health and safety and that promotes welfare, and which is in accordance with the Council’s Health & Safety policy.

**Safeguarding**

Commitment to safeguarding and promoting the welfare of vulnerable groups.

The content of this Job Description and Person Specification will be reviewed on a regular basis.

**Person Specification**  A = Assessed at Application

I = Assessed at Interview

T = Assessed through Test

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| **Minimum Criteria for Disability Confident**  **Scheme \*** | **Criteria** | **Measured by** |
| **employer_small**  **employer_small** | **Qualifications/Professional membership**  Educated to degree level or equivalent, or demonstrable relevant experience in a media or communications environment.  Membership of a relevant, recognised professional body, such as Chartered Institute of PR, or Public Relations and Communications Association, or equivalent experience. | A  A |
|  | **Knowledge and experience** |  |
| **employer_small** | At least two years’ experience working in communications, media, newsroom or related role. | A |
| **employer_small** | Substantial experience of securing print, broadcast and online media coverage. | AI |
|  | Demonstrable experience of managing enquiries from journalists and media organisations. | AI |
|  | Demonstrable experience of stakeholder engagement in relation to communications planning and delivery. | AI |
|  | Experience of internal communications and engagement strategic planning. | AI |
|  | A good understanding of current social media and digital analytical tools. | AI |
|  | Event planning and delivery experience. | A |
|  | Knowledge of communications evaluation techniques. | AIT |
|  | Understanding of current affairs and local government issues. | AI |
|  | Understanding of the role of communications in a large, complex, diverse, public sector organisation | AI |
|  | **Skills** |  |
| **employer_small** | Effective written and verbal communication skills, including the ability to use a range of different styles to suit the needs of different audiences. | AIT |
|  | An eye for detail and the ability to work accurately and quickly. | T |
|  | Skilled in analysing and interpreting data and information, and reporting this to a range of audiences. | AT |
|  | Ability to manage and prioritise own workload and manage conflicting demands and pressures. | I |
|  | Ability to present and deliver complex and potentially contentious messages in a clear and concise manner to diverse audiences. | AT |

**employer_small** If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, braille, another language on cassette or disc, please ask us by contacting

Talent & Resourcing Team 01785 278300