Communications Officer (Active Travel)

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: Campaigns and Internal Communications Manager, Senior Communications Officer

Responsible for: n/a

Key Accountabilities:

* Contribute to integrated communications campaigns and content production 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 using internal and external communications channels & tools, 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 on-line and off-line media relations work for the Council
* Support the development of systems and products to ensure effective two-way communications with the Council’s employees
* Provide marketing and communications advice to Senior Council officers, Senior Members, client departments and contractors on a range of communications issues.
* Assist in the implementation of communications planning via participation in departmental Communications planning and assisting to develop corporate standards.
* Develop and produce communications materials including digital content, copy-writing, proof-reading, liaising with Print Commissioning.
* Help plan and deliver external and internal communications events eg Senior Managers’ Conferences, events, focus groups.
* Utilise and contribute to the ongoing development of planning, evaluation and reporting tools e.g. Weekly Issues and the Planning Grid.
* Carry out/co-ordinate research to support the development and evaluation of communications campaigns.
* Use audience databases to support the effective planning, implementation, and evaluation of activities.
* Carry out targeted social media and digital communications activities, as appropriate, to support communications campaigns.
* 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** | **Qualifications/Professional membership**   * Educated to degree level, or equivalent level of relevant equivalent experience. * A qualification from a relevant recognised professional body | A/I/T |
| **employer_small** | **Knowledge and Experience**   * A minimum of 2 years work experience in a communications or marketing environment * Demonstrable experience of delivering successful campaigns and content under pressure within deadlines. * Demonstrable experience of research-based communications and using a range of evaluation techniques. * Understanding of current affairs and local government issues. * Understanding of the role of marketing and communications in a large, complex, diverse, public sector organisation * Designing, delivering and evaluating communications campaigns and promotions. * Knowledge of a range of marketing tools and techniques. * Knowledge of a range of market research tools and techniques. * Understanding of creative and production processes. * Event planning, development and delivery. * Evaluation techniques. | A/I/T |
| **employer_small** | **Skills**   * Excellent communication and interpersonal skills. * Ability to manage complex projects and external relationships with partners and stakeholders. * Analysing and interpreting complex data and information. * Using a range of communication methods and styles to ensure effective communication. * Supporting the analysis and evaluation of campaigns. * Ability to work under pressure to deadlines. * To manage and prioritise own workload. * To be able to manage conflicting demands and pressures.   This post is designated as a casual car user | A/I/T |

**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