

Media Support Assistant Grade 4

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:

1. Support a visually impaired member of the press office to carry out daily tasks

2. Based in Stafford with flexibility to work from home, in line with media officer
3. Will help the media officer in creating positive news stories and dealing with journalists and senior members of the council
4. Ensure content is proofread and accurate before publication on news channels or social media channels
5. Be willing to accompany media officer on news stories and video shooting – Staffordshire only and weekdays only
6. Be able to follow directions from officer to create and edit content

Person Specification

Qualifications/Professional membership

- Five GCSEs including Maths and English
- Further education or experience in communication related activity

Knowledge and Experience

- Familiar and competent with creating content and posting on social media channels
- Good command of English grammar and language
- Ability to create and edit short videos
- Good telephone manner and communication skills
- Creative thinker – willing to come up with new idea
- Positive attitude

This post is designated as a Casual Car user

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