Staffordshire County Council
Communications Officer

Salary: Grade 9 - £34,723

Hours: 37 per week – 12 month FTC

Location: Staffordshire Place, Stafford – hybrid working options available

Are you looking for a new challenge in your communications career? We’re looking for a talented, dynamic communications officer to join our award-winning team. We’re doing exciting, innovative work, and this is a great time to join our team.

**About the role**

This is an opportunity to have a long-lasting, positive impact on the people of Staffordshire through creating and delivering meaningful, engaging, insight-led communications.

This role will have a focus on adult social services, which has some big opportunities to change and improve the care and support we offer for people.

You’ll work closely with a team of experienced and passionate people in our Health and Care directorate to understand their needs, develop key messages, and communicate with staff, politicians, partners, care providers and the public.

You’ll help us embed strengths-based practice and prepare for the upcoming Care Quality Commission assessment; you will be at the heart of developing and communicating a meaningful, engaging narrative that unites an inspires professionals, senior managers, politicians, and the people who depend on services.

There will be a wide range of work to do, from creating digital content and marketing materials, to working with our media team on reputation issues. You will help us to influence people to change and improve the care and support by getting the right messages to the right people, at the right time.

You’ll also get the opportunity to experience other areas of council communications work, linking into the wider team to help deliver our annual plan and strategic objectives of the organisation.

We will offer you a supportive and friendly working environment in a creative and ambitious team, with plenty of opportunities for personal and professional development. Our smart hybrid working arrangements allow flexibility to work in ways that suit you; remote working is welcome, but you will be expected to travel to our office in Stafford regularly, and around the county on occasion, for site visits, filming and content creation, and media opportunities.

**About you**

We’re looking for someone with experience of working in a fast-paced team, with flexibility and great networking skills. Our team has a great reputation within the organisation, and you will be part of building and maintaining good relationships with colleagues.

You should have evidence of delivering impactful campaigns and show us that you are insight-driven and understand the value of great evaluation.

Digital skills are important, and you will need good video and audio skills, and a strong understanding of current trends and channels and the need to create multi-channel content tailored to your audiences.

We have a trusting culture that supports innovation – we aren’t afraid to try new things. So, you should be creative and brave in your communications style, and be able to demonstrate that.

You should understand behaviour change and be able to show your experience of delivering campaigns with behaviour change outcomes.

An understanding of the breadth of local authority services and experience in the public sector would be helpful but is not essential.

**About Staffordshire County Council**

Staffordshire is a forward-looking council that puts people at the heart of everything we do. Our strategic plan has strength and purpose, with great ambitions to raise the profile of our fantastic county; our people are proud to work here.

We offer a competitive salary with an excellent government pension scheme and a holiday entitlement from 24-33 days (plus statutory days and bank holidays) depending on length of service. There are also a host of other benefits on offer, including flexi time and smart working.

Take a look at the job description and if you’d like to find out more about the role, or for an informal chat please contact
Helena Hornby – Head of Campaigns, Social Media, and Internal Communications Helena.Hornby@staffordshire.gov.uk

This authority is committed to safeguarding and promoting the welfare of children and young people/vulnerable adults and expect all staff and volunteers to share this commitment.

Staffordshire County Council is an equal opportunities organisation and Disability Confident employer. We encourage applications from all background and communities.

As part of our commitment as a Disability Confident employer, we offer a guaranteed interview to anyone with a disability whose application meets the minimum criteria for the post.

**Closing Date:**

**Interviews**: