

Job Title: Media Support Assistant Grade: 4

GRADE XX

# Our Vision

A county where big ambitions, great connections and greener living give everyone the opportunity to prosper, be healthy and happy

# Our Outcomes

Everyone in Staffordshire will:

* Have access to more good jobs and share the benefit of economic growth
* Be healthier and more independent for longer
* Feel safer, happier and more supported in their community

# 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, 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 Responsible for: None

**02**

# 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, inline 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

# 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

**03**

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.

**04**

**Person Specification** A = Assessed at Application

I = Assessed at Interview T = Assessed through Test

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| **Minimum**  **Criteria for** | **Criteria**  **Ability to support officer carry out media tasks from the office, virtually and out on location** | **Measured by** |
| **Disability Confident** | **A** |
| **Scheme \*** | **A** |
| employer_small | **Qualifications:**  **Five GCSEs including Maths and English**  **Further education or experience in communication related activity** |  |
| employer_small | **Knowledge and Experience:** | A |
| **Familiar and competent with creating content and posting on social media channels** |  |
| **Good command of English grammar and language** | A |
| **Ability to create and edit short videos** | I |
| **Good telephone manner and communication skills** | I |
| **Creative thinker – willing to come up with new ideas** | I |
| **Positive attitude** | I |
| employer_small | **Skills**  This post is designated as a casual car user Full driving licence and use of car desirable |  |

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.

**05**

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 & Rsourcing **on 01785 278300**