

Communications Assistant

Grade 6

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 Digital Content and Brand

Responsible for: N/A

Key Accountabilities:

1. Writing for online and offline communications channels, including the media (social media, articles, case studies, e-newsletters, web copy).
2. Using social media to support delivery of campaigns, projects and media relations activity.
3. Conducting the research necessary to plan, deliver and evaluate campaigns by undertaking a full range of associated activities and functions from drafting copy, proof reading and acquiring images through to dispatching material to key target audiences.
4. Handling reactive and proactive media tasks as requested ensuring protocols are observed.
5. Co-ordinating the production of media materials, such as the commissioning of video, photography and infographics, including the sourcing of suppliers and obtaining estimates and quotes.
6. Supporting the media team in ensuring the website, social media channels and other filing systems e.g. the Corporate File Plan are kept up to date.
7. To work on specific projects within the Communications Team.
8. To support the organisation and delivery of a range of communications activities, including external and internal events such as roadshows, press conferences and photo-calls, by booking venues, sending invitations, co-ordinating guest lists, facilitating the events, liaising with colleagues within and outside the Communications Team, as required.
9. To support the evaluation of the work of the Communications Team, analysing the effectiveness of media coverage, social

media engagement, publications, and other communication tools.

10. To support the production and distribution of communications materials, including newsletters, banners, posters.
11. To support the press with media monitoring, collating and distributing press releases, media coverage and monitoring information, including recording and reporting media points.
12. To utilise planning, evaluation and reporting tools such as Orlo and Onclusive.

Person Specification

Qualifications/Professional membership

- Graduate (preferably in marketing or similar field) or equivalent or comparable experience in a media, marketing or communications environment.

Knowledge and Experience

- Experience of working in a demanding office environment
- Experience of working in media, marketing or communications – could include paid work, voluntary work, etc.
- Experience of liaising with the public and people at various levels of an organization
- Project support experience
- Co-ordinating and supporting elements of campaigns and work programmes
- Supporting the planning and delivery of events

Skills

- Flexible and willing to learn
- Proven organisation skills.
- Excellent communications skills through varied mediums with an ability to communicate with a wide range of audiences.
- Skilled in Microsoft Office packages and experienced in social media

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.