

JOB DESCRIPTION

JOB TITLE:	Press and Publications Officer
GRADE:	6
REPORTING TO:	Group Communications Manager
RESPONSIBLE FOR:	This role does not have any direct reports.

ROLE SUMMARY

Working in a highly focused team, the Press and Publications Officer will work closely with the Group Communications Manager to provide operational, editorial, strategic and creative support across a number of on and offline disciplines.

The Press and Publications Officer will play a key role in the promotion of County Durham Housing Group's brand, working alongside our partner landlords (Dale & Valley Homes, Durham City Homes and East Durham Homes) to raise awareness of the organisations' work with the media and stakeholders.

MAIN DUTIES & RESPONSIBILITIES

Specific objectives and deliverables will be agreed as part of your annual performance and development review (PDR) process, the points below are a summary of your main duties and responsibilities.

- Support the delivery of a group-wide marketing and communications strategy through external PR activity.
- Raise the local presence of Dale & Valley Homes, Durham City Homes and East Durham Homes and County Durham Housing Group's brand with the external media.
- Help to build and maintain the group's reputation with stakeholders through proactive and reactive PR.
- Raise the group's national profile in the sector through proactive and reactive PR.
- Keep a timely overview of emerging stories, alert colleagues as appropriate and advise on responding publicly at a local and national level to developments in the news that affect the group.

- Provide a reactive press office service, to maximise opportunities and offer prompt and accurate information, comment and analysis.
- Respond to media enquiries, liaising with colleagues and key spokespersons.
- Research, write and distribute (and in the case of project partners, input into and organise approval of) news releases, statements, letters to the press, articles, opinion pieces, pitches, interview briefings, press packs and other media information.
- Help to establish a group-wide press monitoring service, and collate and analyse media coverage.
- Identify opportunities for collaboration with partner organisations.
- Produce copy for, edit and proof-read external stakeholder literature, including tenant magazines, departmental guides, and annual reports.
- Working with external agencies, including designers, printers and mailing houses and to support the organisation of external events, including press calls, conferences and exhibitions.
- Source speaking and sponsorship opportunities.
- Manage health and safety issues in your area of responsibility in line with the relevant section(s) of the relevant Health and Safety Policy.
- Comply with group confidentiality and information security policies at all times.
- Your duties may vary from time to time within the broad remit of your role and grade. You are required to undertake any such reasonable and appropriate duties.

PERSON SPECIFICATION

	Essential	Desirable	Method of Assessment
Qualifications	Degree or equivalent in public relations, journalism, communications and/or a marketing field.	<p>Membership of a professional marketing or public relations body.</p> <p>Evidence of further professional development or qualification in communications or media related subject.</p>	<ul style="list-style-type: none"> • Application Form • Selection Process • Pre-employment checks
Experience	<p>Working within a PR/communications field.</p> <p>Experience of working with a wide range of media and stakeholder groups.</p> <p>Experience of leading on PR campaigns.</p> <p>Experience of developing corporate literature</p>	<p>Experience of WordPress and website development</p> <p>Photography</p>	<ul style="list-style-type: none"> • Application Form • Selection Process
Skills/knowledge	<p>Creative thinking and problem solving skills</p> <p>Ability to work as part of a team and in partnership with other services/officers</p> <p>Excellent organisational skills and the ability to produce quality work to tight deadlines</p> <p>Excellent interpersonal skills including the ability to relate well with others,</p>	<p>Knowledge of national and regional housing issues.</p> <p>Knowledge of current national and regional PR/communications issues.</p>	<ul style="list-style-type: none"> • Application Form • Selection Process

communicating information confidently with people at all levels.

Excellent copywriting and proofreading skills.

Understanding of equality and diversity and commitment to its application in this area.

Ability to cope under pressure, with minimum supervision and ability to prioritise workloads

May be required to work outside of normal office hours and at weekends.

Values

People first: People are at the heart of everything we do. In our communities the way we listen and respond to people will determine the way we grow. It is only by connecting with and trusting people that living can be fully brought to life.

Outstanding delivery: Push the boundaries of customer service and added value through proactive behaviour. Because the smallest detail can make the biggest difference, outstanding must be the new standard and the new routine.

Proud communities: Taking responsibility and feeling confident only occurs when there is a sense of pride and optimism at home. Positive steps lead to more positive steps and as a result, there is an ability to create and seize

- Application Form
- Selection Process

better opportunities		
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