# POST TITLE: Communications Executive

# POST NUMBER:

# GRADE: Grade 9

Job Evaluation Ref. No. N9730

# LOCATION: Your normal place of work will be Millennium Complex, Durham. However you may be required to work from any Council workplace within County Durham

# RELEVANT TO THIS POST:

**Flexible Working:** Subject to service needs the council’s flexible working policy is applicable to this post. The post holder will be required to work outside of normal hours.

# ORGANISATIONAL RELATIONSHIPS

The post holder will report to the Marketing Manager.

# DESCRIPTION OF ROLE

Coordination and delivery of Visit County Durham’s internal and external communications activity covering the full range of relevant disciplines including media relations, press launches, photocalls, press trips, press releases, influencer engagement, story generation, stakeholder communications, briefings and copywriting in order to communicate the county’s offer to a wide range of regional, national and international audiences. The role covers corporate, destination and place communications and associated activity.

# DUTIES AND RESPONSIBILITIES SPECIFIC TO THIS POST

* Develop and implement creative, effective communications and engagement plans for campaigns and projects, in-line with the agreed objectives.
* Gather stories and take a proactive role in identifying opportunities in online and offline media to use stories, activities, campaigns, and services to promote and support the destination and partners
* Contribute to the development of the strategic communications plan, delivering key projects to achieve its objectives.
* Write materials and create content for a range of on and offline channels and platforms; ensuring these reflect organisation values and agreed partnership key messages.
* Manage and deliver the communications strategy and action plan for Visit County Durham.
* Develop and implement creative, effective communications and engagement plans for campaigns and projects, in-line with the agreed objectives.
* Build relationships with journalists at regional and national level to help build the profile of Durham by generating coverage for the county in a wide range of media including tabloids and broadsheets, supplements, magazines, specialist press relating to travel, investment, and business and on-line media outlets.
* Provide an effective reactive service for media enquiries relating to the county’s tourism, meetings, business and investment offer
* Initiate and deliver media trips to the county as a means of generating positive media coverage for the county.
* Work closely with the wider Visit County Durham team to ensure that communications activity supports other areas of work and is fully integrated.
* Work collaboratively with colleagues in partner destinations and at Visit England ensuring wherever possible their press and PR work benefits the county.
* Develop relationships and Work collaboratively with colleagues in the business community and, where relevant, organisations at regional and national level, ensuring wherever possible that their press and PR work benefits the county.
* Continuously research and identify media hooks and story ideas.
* Ensure effective engagement with a wide range of corporate stakeholders using the appropriate online and offline communication channels.
* Manage the tools necessary to carry out effective communications work including licenses and media resources.
* Be responsible for reporting on activity and meeting targets set by the Marketing and Communications Manager
* To undertake day to day administration of spend associated with the communications activity budget.

* The post holder will be expected to work/be available outside normal office hours.
* To undertake other duties and responsibilities that are commensurate with the level of the post. This job description contains the main accountabilities of the post and does not describe in detail all the duties required.

# COMMON DUTIES AND RESPONSIBILITIES

**9.1 Quality Assurance**

To set, monitor and evaluate standards at individual, team performance and service quality so that the user and the Service’s requirements are met and that the highest standards are maintained.

To establish and monitor appropriate procedures to ensure that quality data are reported and used in decision making processes and to demonstrate through behaviour and actions a firm commitment to data security and confidentiality as appropriate.

9.2 **Communication**

To establish and manage the team communications systems ensuring that the Service’s procedures, policies, strategies and objectives are effectively communicated to all team members.

9.3 **Professional Practice**

To ensure that professional practice in the team is carried out to the highest standards and developed in line with the Service’s stated objectives of continual improvement in quality of its service to internal and external customers.

9.4 **Health and Safety**

Manage health and safety in their area of responsibility in accordance with the relevant section(s) of the Corporate/Service Health and Safety Policy and to ensure that the Health and Safety policy, organisation arrangements and procedures as they relate to areas, activities and personnel under your control are understood, implemented and monitored.

9.5 **General Management (where applicable)**

To provide vision and leadership to staff within a specialist team, ensuring that effective systems are in place for workload allocation and management, the application of the Authority’s and the Service’s policies and procedures, including those relating to equality, supervision and appraisal and all aspects of their performance, personal development, health and welfare.

9.6 **Financial Management (where applicable)**

To manage a designated budget (as required) ensuring that the Service achieves value for money in all circumstances through the monitoring and control of expenditure and the early identification of any financial irregularity.

9.7 **Appraisal**

All employees will receive appraisals and it is the responsibility of each employee to follow guidance on the appraisal process.

9.8 **Equality and Diversity**

As an organisation we are committed to promoting a just society that gives everyone an equal chance to learn, work and live free from discrimination and prejudice.  To ensure our commitment is put into practice we have an equality policy which includes responsibility for all employees to eliminate unfair and unlawful discrimination, advance equality of opportunity for all and foster good relations.

       These policies apply to all employees of Durham County Council.

9.9 **Confidentiality**

All employees are required to undertake that they will not divulge to anyone personal and/or confidential information to which they may have access during the course of their work unless it is permitted for the purposes of their role, they have explicit consent from the person concerned or exceptions governed by legislation.

All employees must be aware that they have explicit responsibility for the confidentiality and security of information received and imported in the course of work and using Council information assets. The Council has a Personal Information Security Policy in place.

9.10 **Induction**

The Council has in place an induction programme designed to help new employees to become effective in their roles and to find their way in the organisation.

**Person Specification** – Communications Executive (Grade 9)

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|  | **Essential** | **Desirable** | **Method of Assessment** |
| **Qualification** | * Educated to degree level or equivalent in a relevant subject | * Relevant qualification e.g. marketing, communications, PR | * Application Form * Certificates |
| **Experience** | * Significant experience in a communications role either agency or client side * Track record of generating positive media coverage at the national and regional level * Experience of planning and implementing press and PR activity including press trips, photocalls, press launches etc * Experience of planning & organising press visits including willingness to escort media trips on a regular basis including evening and/or weekend work * Experience of implementing communication strategies and plans that can dovetail into the wider marketing strategy * Experience with working with bloggers and social influencers * Experience in supporting the PR elements of campaigns and events. * Strong knowledge of Durham as a destination and associated tourism products * Experience of partner media work * Experienced in generating creative ideas to achieve media coverage * Demonstrable experience of working with influencers | * Experience with print, broadcast or on-line media * Experience of promoting places to multiple audiences * Crisis management experience * Media contacts | * Application / interview * Sample work |
| **Skills/knowledge** | * Excellent media relations skills * Excellent copyrighting skills able to adopt styles for different audiences * Excellent all round communication skills * Significant knowledge and understanding of the needs of journalists and the ability to meet them * Good planning skills and able to adapt quickly to changing demands * IT literate with strong digital skills and ability to use standard MS Office packages and specialist media resources * Ability to manage own time and input to deliver an agreed schedule of output * Experience of working to a budget. * Ability to create innovative and unusual ideas/solutions and to think outside the box * Good diplomacy skills and ability to achieve buy-in from strategic partners * Proven project management skills * Ability to understand and use marketing research * Ability to meet tight deadlines and multi-task | * Knowledge of how a tourism destination works | * Application / interview/exercise |
| **Personal Qualities** | * Positive and energetic team player * Thrives under pressure * Quick thinker, able to turn negatives into positive instantly * Visible, approachable, accountable and availableSelf-starter who is able to prioritise workload * Will be expected to work outside of normal office hours * Access to a car or means of mobility support (if driving then must have a current valid driving licence and appropriate insurance). |  | * Interview |