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**Job Description**

**Job Title:** Communications and Media Officer

**Salary Grade:**  Grade 6

**SCP:** 28-31

**Job Family:** Organisational Support

**Job Profile:** OS3

**Directorate:** Performance and Quality

**Job Ref No:**  50015748

**Work Environment:** Office

**Reports to:** Communications and Media Manager

**Number of Reports**: None

**Hours:**  37 hours

Your normal place of work will be at the Civic Centre, but you may be required to work at any Company recognised workplace.

**Purpose:**

To support the development of internal and external communication activity to Together for Children to promote the successes of the company and effectively publicise the plans and services offered.

To work across the full communications package including PR, digital and internal communications, working with a range of internal and external stakeholders.

**Key Responsibilities:**

To communicate information via a range of methods to different stakeholders; including council Members, partners, staff, service users, other internal audiences and members of the general public.

To support the development of the positive image of the company through the media.

The drafting of press releases, internal briefings, social media content, etc and responding to media enquiries and other articles for publication, ensuring that up to date information is provided to all stakeholders and key audiences including the public and service users.

To support the management of the company’s digital presence including website and social media activity.

To support the delivery of the Communications Strategy, working alongside the Communications and Media Manager. This will include PR, advertising, media, online and social media.

To engage with relevant senior managers and stakeholders, offering creative solutions and advising communications activity.

The ability to prioritise a busy workload and manage competing priorities and timescales.

The ability to make decisions appropriate to the situation, deal with and solve problems in relation to communications, and analyse and interpret information from a variety of sources to inform the continued development of channels and activity.

The ability to work independently and effectively with discretion and using initiative with internal and external stakeholders on communications activity.

To work with Council partners on joint media campaigns.

To work within the Together for Children’s professional policies and procedures, and code of conduct.

Other duties and responsibilities allocated which are appropriate to the grade of this post.

**Statutory requirements:**

In line with the Together for Children’s Statutory Requirements, all employees should:

Comply with the principles and requirements of the Data Protection Act 1998 in relation to the management of Together for Children Sunderland’s records and information, and respect the privacy of personal information held by Together for Children Sunderland;

Comply with the principles and requirements of the Freedom in Information Act 2000;

Comply with the Together for Children Sunderland’s information security standards, and requirements for the management and handling of information;

Use information only for authorised purposes.

**Author**: Sharon Clutton-Dowell

**Date**: November 2017

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**Person Specification**

**Job Title: Communications and Media Officer**

**Role Profile reference: OS3**

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| **Essential Requirements** | |
| **Qualifications:**   * Relevant communications or media qualification or extended relevant practical experience in a similar role. | Application Form /Interview |
| **Experience of :**   * Contributing to communications campaigns that consider the full marketing mix. | Application Form/ Interview |
| **Knowledge and understanding of:**   * Skills in relation to the latest marketing methods and online digital communications, including social media marketing. * Children’s Services or ability to develop this quickly within the role. | Application Form /Interview |
| **Ability to:**   * Share information, obtain information and have dialogue with others, either in writing, in person, in meetings or over the telephone. * Write high quality clean, creative copy for the full mix of communications channels. This will include press releases, web and social media content and internal briefing materials. * Listen to others to assess requirements in order to respond appropriately and efficiently. * Use Microsoft Office package, and experience of CMS/website management. * Be able to work effectively within a busy team environment, be helpful and co-operative with others ; * Offer creative solutions for communications campaigns. * Manage priorities and work demands displaying initiative and creativity; * Work under pressure to to meet challenging timescales and making effective decisions which balance competing objectives and resources. * Reliable and self-reliant and to seek guidance when appropriate; * Meet the travel requirements of the post; * Work outside of normal working hours to meet the needs of the service. | Application form/ Interview/Test |
| Commitment to Equal opportunities | Interview |

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