**TITLE OF POST: Corporate Communications Advisor**

**GRADE: SO2**

**RESPONSIBLE TO: Corporate Communications Manager**

**MAIN PURPOSE OF JOB:**

Under the guidance of the Corporate Communications Manager, you are to undertake the professional and technical service delivery of duties within the function which contribute to the provision of an excellent service. To provide a professional service to employees and department managers in the delivery of exceptional services to our community and key stakeholders.

# 1 PROFESSIONAL DUTIES

* 1. To promote the Service Vision, ‘Creating the Safest Community’.
  2. To work effectively and efficiently to provide a professional service in the delivery of the department’s aims and objectives.
  3. To maintain appropriate and robust information systems within the department.
  4. To proactively maintain positive and effective liaison links with organisations and partners as appropriate.
  5. To prepare the production of a variety of quality information for inclusion in management and departmental reports.
  6. To ensure compliance with the Data Protection Act and to ensure data security is maintained.
  7. To ensure professional and technical knowledge is up to date and provided as exceptional service to the organisation.
  8. To proactively identify and recommend areas of potential improvement with professional and/or technical services.
  9. To professionally represent the function at internal and external meetings and events.
  10. To be responsible for internal processes and services of professional and/or technical services. This could also require line management responsibilities.
  11. To support colleagues with complex and escalated work as required.
  12. To attend internal and external training courses as necessary.
  13. To undertake any other duties as appropriate to the role.

**2. ROLE SPECIFIC DUTIES**

* 1. To be responsible for day to day media activities for the service, including:
* Responding to incoming media enquires as appropriate, sourcing appropriate information and images, drafting media statements and arranging interviews.
* Preparing news stories for print and broadcast media, including pro-actively identifying opportunities, sourcing appropriate information and images, drafting press releases and arranging interviews.
* Coordinating media events.
* Drafting feature articles for trade and print media.
* Monitoring for media coverage, circulating links to the appropriate manager on a day to day basis and creating a monthly media coverage report for SMT.
* Managing the media database (Vuelio), ensuring all contacts, media lists, enquiries, press releases and coverage are logged and up to date.
  1. To be accountable for the content management systems for the website and intranet, ensuring both sites are kept up to date and are maintained to appropriate technical standards, liaising with the provider as required. To proactively source materials and review the content, design and layout of both sites to ensure they are utilised to best effect.
  2. To proactively manage and monitor the Service’s social media platforms, promoting appropriate use of social media and ensuring compliance with the relevant regulations and legislation. Proactively identifying suitable postings and supporting community safety campaigns.
  3. To provide communications advice on internal and external communications issues to senior managers, managers and other staff.
  4. To supervise the corporate communications & creative services manager in researching and developing internal and external communications policy and strategy.
  5. To support the corporate communications & creative services manager in managing the work of the team, ensuring projects are delivered on time and the required quality standards. To deputise for the corporate communications & creative services manager as required.
  6. To provide support and advice to other members of the corporate communications & creative services team.
  7. To proactively research the latest developments relating to e-communications platforms and techniques, providing advice on the future direction of the Service’s e-communications policy and activity.
  8. To be responsible for managing projects associated with the development of the website, intranet and social media platforms.
  9. To be responsible for the review and evaluation of all internal and external communications activities to inform recommendations for improvement.
  10. To be responsible for the planning and implementation of external communications campaigns, including support for prevention & education campaigns.
  11. To support the corporate communications & creative services team to identify and develop materials for internal and external communications, including press packs, leaflets, advertisements, DVDs/CDs, intranet articles and staff updates, identifying case studies and opportunities for creative services, proof reading materials and assisting with the day to day activities of the team.
  12. To ensure the service’s brand and corporate identity is presented correctly in all internal and external communications activity and materials.
  13. To manage events for internal and external stakeholders.
  14. To support consultation and engagement activities with internal and external stakeholders, providing communications support as required.
  15. To be accountable for the research and production of reports and formulation of action plans in relation to national and regional corporate communications.

1. **HEALTH AND SAFETY (GENERAL POLICY)**
   1. By reference to current health and safety legislation and the Service's Health and Safety Policy to ensure that all employees:-
   2. Consider the safety of other persons who may be affected by their acts or omissions and to

cooperate with their employer to perform and comply with any duties or requirements imposed upon them.

* 1. Work with machinery, equipment and substances in accordance with information and training provided.
  2. Refrain from intentionally misusing or recklessly interfering with anything that has been provided for the purpose of health, safety and welfare.
  3. Report any hazardous defects in plant and equipment, or shortcomings in the existing safety arrangements, to a responsible person without delay.

1. **EQUALITY AND DIVERSITY (GENERAL POLICY)**

4.1 To ensure an understanding and commitment to equality and diversity in accordance with service policies and procedures and demonstrate positive promotion of equality and diversity principles through working to the Service’s core values.

4.2 To champion the principles of equality and diversity and provide appropriate advice, guidance and support.

4.3 To challenge inappropriate behaviour and non-compliance with equality and diversity policies, procedures and principles.

1. **SAFEGUARDING**   
   1. To promote the application of the Authority’s Safeguarding Policies.

**6 ENVIRONMENT STRATEGY**

6.1 To demonstrate an understanding and commitment to the Service’s Environment Strategy, in relation to the environment and carbon reduction policies.