

MIDDLESBROUGH MANAGER

**JOB DESCRIPTION**

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| **Post Title:** |  | Communications Officer |
| **Grade and Salary Scale:** |  | Grade G SCP 22 - 24 |
| **Department and Service:**  **Responsible To:**  **Post Ref:** |  | Culture and Communities  Communications Manager  R0000010 |

**Purpose of the Post:**

To support the Communications Manager in the delivery of a professional Communications service for Middlesbrough Council, covering the areas of internal, member and stakeholder communications, reputation management and media relations.

**Duties and Responsibilities:**

1. Assist the Senior Communications Officer in the delivery of a highly effective press office function to respond to media enquiries, arranging photo opportunities and liaise with the media.
2. Write briefing notes, press releases and articles on Council issues to ensure that accurate, timely information is provided to at all times.
3. Assist with the delivering of the Council PR Plan to ensure the agreed marketing campaign requirements are met and the Councils reputation enhanced with individuals, employers and stakeholders.
4. Deliver a robust, regular and effective media monitoring service to enable regular reporting of the impact and achievements of each Communications campaign to be given in a timely manner.
5. Deliver a programme of internal and member communications campaigns to ensure all staff and members remain fully engaged and able to effectively represent the Council.
6. Assist in the mapping of all Council stakeholders, and deliver meaningful communication campaigns to ensure each stakeholder group is provided with the right information at the right time.
7. Produce creative communications materials taking them from design, to copy-writing, proof reading and printing.
8. Arrange the effective and timely distribution of all communication materials, as identified in the respective communication plans.
9. Deliver appropriate events, attend agreed exhibitions/road shows and assist with presentation development as part of the communication plans to a particular audience.
10. Liaise with and manage a range of suppliers, ensuring that procurement standards and procedures are met at all times.
11. To be responsible for project management and deal with/prioritise the fluctuating work demands of specific projects and campaigns.
12. To contribute to the monitoring and evaluation of all marketing campaigns the impact achieved and prepare appropriate feedback reports in a timely manner throughout the year.
13. Respond professionally and quickly to demands for marketing support and maintain effective relationships with internal and external stakeholders.
14. Act as a brand champions for the Council and ensure the highest standards of brand application in all marketing work.
15. Work with counter-parts in other local authorities and partner organisations as directed by the Senior Marketing Officer to ensure co-ordinated delivery of effective marketing plans.
16. Monitor and collate marketing best practice both locally, regionally and nationally making appropriate recommendations for ongoing growth and improvements to Middlesbrough Council marketing activity.
17. Attend relevant meetings on behalf of the Marketing and Communications Team.
18. Provide support to the wider Marketing and Communications Team as and when required.
19. Carry out duties reasonably required and allocated by the Marketing Manager and Senior Marketing Officer, including contributing to projects.
20. Provide out of hours cover, as and when required, for which time off in lieu will be granted.

**Corporate Responsibilities:**

* We will make every reasonable effort to supply the necessary employment aids, equipment or adaptations to enable employees to perform the full duties of the job in accordance with the Equality Act 2010 where a post holder is disabled.
* You will
  + Demonstrate a commitment to the principles of equality of opportunity and fairness of treatment in relation to employment issues and service delivery.
  + Respect all confidentialities and principles and practices of the Data Protection Act.
  + Comply with Health and Safety policies and legislation.
  + Be committed to continuous personal development, including Middlesbrough learns.
  + Demonstrate a commitment to the safeguarding of children and vulnerable adults, highlighting any areas of concern with the appropriate service and adhering to the policies of the Council relating to these issues.
* The above duties and responsibilities cannot totally encompass or define all tasks which may be required. The outlined duties and responsibilities may, therefore, vary from time to time without materially changing either the character or level of responsibility: these factors are reflected in the post.



PERSON SPECIFICATION

For the purposes of recruitment and selection, you will be assessed against Our Values and the criterion which are marked as Essential / Desirable in the Qualifications and Knowledge & Experience section.

**Our Values**

Our Values are a critical element of our strategy to create a brighter future for Middlesbrough. They will be at the heart of everything we do and will be the foundation for how we operate, behave and make decisions. Having these values will help you be the best you can be and help Middlesbrough to grow and thrive.

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| **PASSIONATE about Middlesbrough**   * Believe in Middlesbrough * Be proud to work for the Council * Have a ‘can do’ attitude |

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| **INTEGRITY at our heart**   * To be open, honest and transparent * Communicate well with others * Treat others with respect |

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| **CREATIVE in our thinking**   * Always look to improve * Find solutions to problems * Positive to change |

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| **COLLABORATIVE in our approach**   * Engage and consult with others * Seek feedback from others * Understand the needs of others |

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| **FOCUSSED on what matters**   * Understand the Council’s and my own priorities * Put the customer first * Deliver against expectation |

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| **Section 1** | **Essential**  **X** | **Desirable**  **X** |
| **QUALIFICATIONS:** |  |  |
| 1. Good standard or education to A Level or equivalent. | **X** |  |
| 1. Degree level and/or working towards additional marketing related qualifications. |  | **X** |
| **KNOWLEDGE & EXPERIENCE** |  |  |
| 1. Experience of effectively dealing with media enquiries. | **X** |  |
| 1. Strong writing, sub-editing and proof reading skills with the ability to write engaging copy, press releases and social media posts for a variety of audiences and purposes. | **X** |  |
| 1. Experience of delivering an effective media monitoring and evaluation service to all internal and external stakeholders. | **X** |  |
| 1. Experience of delivering effective communications campaigns to an internal and/or stakeholder audience. | **X** |  |
| 1. Ability to analyse and identify gaps in marketing activity, plan and develop new models of services to meet the identified need. | **X** |  |
| 1. Strong analytical skills, able to use a range of complex and potentially controversial data to assess and make appropriate recommendations. | **X** |  |
| 1. Ability to think creatively and take innovative approaches to solve marketing or communication problems. | **X** |  |
| 1. Well-developed communications skills and ability to communicate effectively with staff at all levels of the organisation. | **X** |  |
| 1. Well-developed problem solving, report writing and presentation skills. | **X** |  |
| 1. Strong attention to detail. | **X** |  |
| 1. Strong relationship management skills at all levels within and outside the organisation | **X** |  |
| 1. Excellent computer skills in Microsoft with proficiency in MS Word, PowerPoint, Excel and Outlook. | **X** |  |
| 1. Strong organisation, project management and time management skills and the ability to produce work of a high quality to tight timescales and within budget. | **X** |  |
| 1. Ability to work within and across teams as well as the ability to prioritise own workload and on own initiative. | **X** |  |
| 1. Ability to work effectively in a fast moving environment. | **X** |  |
| 1. Experience of working within the public sector and/or Local Authority. |  | **X** |