

## **DARLINGTON BOROUGH COUNCIL**

### **RESOURCES GROUP**

#### **JOB DESCRIPTION**

<b><u>POST TITLE :</u></b>	Communications Officer
<b><u>GRADE :</u></b>	N
<b><u>JOB EVALUATION NO.</u></b>	D3214
<b><u>REPORTING RELATIONSHIP</u></b>	Responsible to the Communications Manager
<b><u>JOB PURPOSE :</u></b>	To support the Communications Team in developing and providing effective marketing and communications material, including published and electronic media.
<b><u>POST NO.</u></b>	DC13135
<b><u>PDR COMPETENCY FRAMEWORK</u></b>	Level 1, Expected Competencies for all employees

#### **MAIN DUTIES/RESPONSIBILITIES**

1. To provide a media relations service - dealing with media enquiries, writing news releases, organising media briefings and photo-calls.
2. To support the Communications Team in maintaining the Council's corporate social media channels.
3. To be an initial point of contact for public enquiries received via social media, responding and forwarding as appropriate.
4. To be an initial point of contact for media enquiries on corporate matters.
5. To provide media, social media and public relations support and advice to service departments.
6. To work with service departments through an account management role to establish effective working relationships, put in place clear communications channels promote good practice, support media relations, and support internal communications.
7. To anticipate sensitive or potentially damaging issues and manage their communication through a variety of media.
8. To undertake communications audits and surveys to assess the effectiveness of communication techniques.
9. To develop and implement innovative ideas for communications with employees and the public.
10. To develop and oversee the production of multimedia products to support corporate communications.

11. To absorb complex information on a range of subjects and convert into plain English documents suitable for a variety of audiences.
12. To support and where appropriate lead on one or more corporate campaigns. You will liaise with relevant Senior Managers to develop an understanding of the campaign area and develop appropriate media to deliver the campaign messages.
13. To assist with the production of the Council's contribution to the bi-monthly publication; One Darlington – undertaking copy writing, photography and proof reading tasks and working with our media partners.
14. To support and where appropriate provide leadership with the governance, development, and maintenance of the Councils website.
15. To act as a champion for web based working, solutions and service delivery to both internal and external customers.
16. To work closely with colleagues to ensure compliance with corporate information and data governance policies, guidelines, standards and legal requirements at all times including Data Protection, Freedom of Information and records management policies
17. Ensure that you work in line with all the Council's policies and procedures and ensure that you are aware of your obligations under these.
18. Behave according to the Employees' Code of Conduct and ensure that you are aware of your obligations and responsibilities re. conflicts of interest, gifts, hospitality and other matters covered by the Code.
19. Carry out your role in line with the Council's Equality agenda.
20. To comply with health and safety policies, organisational statements and procedures, report any incidents / accidents/ hazards and take a pro-active approach to health and safety matters in order to protect yourself and others.
21. Any other duties of a similar nature related to this post that may be required from time-to-time.

This post is Politically Restricted under the Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009. As such, the post holder will be disqualified from being a Member of a Local Authority, the House of Commons or the European Parliament. The post holder is also restricted from standing as a candidate for local government election; acting as an election agent; being an officer of a political party or any branch of a political party or a member of any committee or sub-committee of such a party; canvassing on behalf of a political party or a person who is or seeks to be a candidate and speaking to the public at large or publishing any written or artistic work that could give the impression that they are advocating support for a political party.

Darlington Borough Council and schools within the Borough are committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment.

Date: October 2018

**DARLINGTON BOROUGH COUNCIL**

**PERSON SPECIFICATION**

**COMMUNICATIONS OFFICER**

**RESOURCES GROUP**

**POST NO: DC13135**

All appointments are subject to satisfactory references.

<b>Criteria No.</b>	<b>Attribute</b>	<b>Essential (E)</b>	<b>Desirable (D)</b>
	<b>Qualifications &amp; Education</b>		
<b>1</b>	5 GCSE passes (A to C grade).		<b>D</b>
<b>2</b>	A-Levels, HNC or Degree in communications related subjects.		<b>D</b>
	<b>Experience &amp; Knowledge</b>		
<b>3</b>	Experience of dealing with media enquiries and compiling press releases.	<b>E</b>	
<b>4</b>	Experience of publishing content onto websites.	<b>E</b>	
<b>5</b>	Experience of using social media in a business environment, knowledge of social media tools and an understanding of their benefits and limitations.	<b>E</b>	
<b>6</b>	Experience of interpreting complex legislation and converting it into a format so that it can be understood by a variety of audiences.	<b>E</b>	
<b>7</b>	Experience of interpreting legislation, policy or procedures to give recommendations and advice.	<b>E</b>	
<b>8</b>	Experience of undertaking project work.	<b>E</b>	
<b>9</b>	Effective research skills.	<b>E</b>	
<b>10</b>	Knowledge of e communications, design, print and photography.	<b>E</b>	
<b>11</b>	Previous experience of working with Public Sector communications and/or websites.		<b>D</b>
<b>12</b>	Knowledge and understanding of the present challenging climate within the Public Sector.		<b>D</b>
<b>13</b>	Relevant experience in public relations, journalism or marketing.		<b>D</b>
<b>14</b>	Previous experience of providing a communications service to support one or more		<b>D</b>

	of the following service areas: Economic Growth, Children's and Adults Services, Street Scene, Leisure and Culture.		
	<b>Skills</b>		
<b>15</b>	Ability to communicate both orally and in writing to a wide range of audiences (including ability to deliver effective presentations).	<b>E</b>	
<b>16</b>	Proven ability to deal effectively with Client Departments, outside organisations and customers.	<b>E</b>	
<b>17</b>	Ability to organise and prioritise own work with minimum supervision.	<b>E</b>	
<b>18</b>	Proven ability to work both individually and as part of a team.	<b>E</b>	
<b>19</b>	Ability to determine priorities and meet tight deadlines.	<b>E</b>	
<b>20</b>	Ability to give advice and guidance, including demonstrating duties, instructing and checking the work of others.	<b>E</b>	
<b>21</b>	Ability to identify and solve problems.	<b>E</b>	
<b>22</b>	Ability to produce original and creative ideas.	<b>E</b>	
<b>23</b>	Working knowledge of Microsoft Office, Word, Excel, Outlook and e-mail.	<b>E</b>	
	<b>Personal Attributes</b>		
<b>24</b>	Willing to develop existing skills and learn new ones.	<b>E</b>	
<b>25</b>	Flexible, creative, self-motivated.	<b>E</b>	