



**Communication and Marketing Specialist
(Public Health and Wellbeing)
Grade I - J**

Group: Office of the Chief Executive

Service: Communications

Location: Civic Centre

Line Manager: Team Leader – Office of the Chief Executive

Purpose

To support the delivery of our Thrive agenda through strategic communication activity that promotes the health and wellbeing of residents in the borough.

The key roles of this post will include:

1. To lead on the development of a communication and marketing plan to support the Council's response to COVID-19 and our associated Control Plan activity
2. To create and deliver marketing, PR and social media activity to support the public health and wellbeing agenda in Gateshead
3. To develop a content plan for public engagement activity relating to both COVID-19 and public health and wellbeing messaging, including providing well written and engaging content across all digital channels
4. To manage and support communication activity relating to public health campaigns locally, regionally and nationally
5. To provide strategic marketing advice and PR guidance to the Director of Public Health, project leads, senior officers and stakeholders where required
6. To develop strong working relationships with key partners such our Health and Wellbeing Board, Public Health England, Clinical Commissioning Group and NHS Trust colleagues – for the purposes of delivering improved health and wellbeing outcomes for local people
7. To liaise with and respond to media enquiries relating to public health including press and digital, and respond to any inaccurate or misleading content particularly where there is a reputational risk
8. Working closely with the Public Health and Wellbeing management team providing advice and guidance as appropriate
9. To plan and manage budgets for marketing and PR activity as and where required
10. Such other responsibilities allocated which are appropriate to the grade of this post.



Knowledge & Qualifications

Essential:

Knowledge

- Effective communication methods and PR strategies
- Current developments in communications

Experience

- Working on strategic marketing/ PR campaigns and delivering tangible outcomes
- Rewriting complex language using Plain English guidelines
- Planning and managing event activity to stringent deadlines
- Project planning and evaluation activity using benchmarking and best practice to show measured outcomes.
- Experience using key social media platforms and tools
- Providing good customer service.

Qualifications

- Be working toward or hold a Print, broadcast or online journalism qualification such as an NCTJ, PTC or BJTC approved course or in-house equivalent, CIM, CAM, CIPR, appropriate degree or other recognised equivalent communication qualification.

Desirable:

Knowledge

- Public health and the work of Public Health England
- working in, or with large complex organisations and partnerships to deliver outcomes

Experience

- Managing and delivering communication projects across multiple communication channels
- Creative writing
- Working in local / public sector organisations or health
- Delivering innovative and cost-effective communications solutions

Qualifications

- Relevant degree/professional qualification or equivalent experience.



Competencies

Customer Focus

Puts the customer first and provides excellent service to both internal and external customers

Communication

Uses appropriate methods to express information in a clear and concise way to make sure people understand

Team Working

Works with others to achieve results and develop good working relationships

Making things happen

Takes responsibility for personal organisation and achieving results

Flexibility

Adapts to change and works effectively in a variety of situations

Learning and Development

Actively improves by developing and applying new skills and knowledge and learns from past experiences