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| **Job Description** |
| **Post title** | Communications Assistant |
| **JE Reference No** | N10696 |
| **Grade** | 8 |
| **Service** | Neighbourhoods & Climate Change |
| **Service Area** | Environment – North Pennines AONB |
| **Reporting to** | Communications Lead |
| **Location** | Your normal place of work will be North Pennines AONB Partnership Officer, Stanhope or AONB Partnership’s Project Officer in Hallbankgate but you may be required to work at any Council workplace within County Durham. |
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| **DBS** | This post **is not** subject to a disclosure. |
| **Flexitime** | This post **is** eligible for flexitime. |
| **Politically restricted** | This post **is not** designated as a politically restricted post in accordance with the requirements of Section 1(5) of the Local Government and Housing Act 1989 and by regulations made from time to time by the Secretary of State. |

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| **Description of role** |

This post will support the delivery of the communications output of the AONB Partnership Staff Unit.

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| **Duties and responsibilities** |

* To support and deliver external communication work of the AONB Partnership, with a particular focus on the Fellfoot Forward Landscape Partnership.
* To identify newsworthy stories and items and to originate and edit content for a variety of media – e.g. press releases, web, social media, newsletters, community magazines, annual reviews, leaflets.
* To liaise with print and broadcast media.
* To contribute to the AONB Partnership’s web presence, ensuring that Fellfoot Forward content is generated and updated in a creative and timely manner.
* To edit and support the production of printed and digital materials, including developing design and print specifications and print management.
* To work with the Communications Lead and partner communications contacts to plan and deliver the communications output relating to the Fellfoot Forward Landscape Partnership Scheme, and ensure it adheres to branding guidelines, the Fellfoot Forward Communications Framework and supports organisational level messages.
* To supervise contractors (e.g. photographers, graphic designers, printers, audio and video specialists) as may be appointed to develop specific projects within the officer’s main areas of responsibility.
* To develop a portfolio of photographic, audiovisual and written material to support the promotion of the North Pennines AONB and the Fellfoot Forward Landscape Partnership Scheme, and to collate communication coverage.
* To undertake other duties as required, consistent with the responsibility level of the post, as directed by the Communications Lead, Fellfoot Forward Landscape Partnership Scheme Manager, Director and/or Senior Management Team.

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| **Organisational responsibilities** |

* **Values and behaviours**

To demonstrate and be a role model for the council’s values and behaviours to promote and encourage positive behaviours, enhancing the quality and integrity of the services we provide.

* **Smarter working, transformation and design principles**

To seek new and innovative ideas to work smarter, irrespective of job role, and to be creative, innovative and empowered. Understand the operational impact of transformational change and service design principles to support new ways of working and to meet customer needs.

* **Communication**

To communicate effectively with our customers, managers, peers and partners and to work collaboratively to provide the best possible public service. Communication between teams, services and partner organisations is imperative in providing the best possible service to our public.

* **Health, Safety and Wellbeing**

To take responsibility for health, safety and wellbeing in accordance with the council’s Health and Safety policy and procedures.

* **Equality and diversity**

To promote a society that gives everyone an equal chance to learn, work and live, free from discrimination and prejudice and ensure our commitment is put into practice. All employees are responsible for eliminating unfair and unlawful discrimination in everything that they do.

* **Confidentiality**

To work in a way that does not divulge personal and/or confidential information and follow the council’s policies and procedures in relation to data protection and security of information.

* **Climate Change**

To contribute to our corporate responsibility in relation to climate change by considering and limiting the carbon impact of activities during the course of your work, wherever possible.

* **Performance management**

To promote a culture whereby performance management is ingrained and the highest of standards and performance are achieved by all. Contribute to the council’s Performance and Development Review processes to ensure continuous learning and improvement and to increase organisational performance.

* **Quality assurance (for applicable posts)**

To set, monitor and evaluate standards at individual, team and service level so that the highest standards of service are delivered and maintained. Use data, where appropriate, to enhance the quality of service provision and support decision making processes.

* **Management and leadership (for applicable posts)**

To provide vision and leadership to inspire and empower all employees so they can reach their full potential and contribute to the council’s values and behaviours. Managers and leaders must engage in personal development to ensure they are equipped to lead transformational change; always searching for better ways to do things differently to meet organisational changes and service priorities.

* **Financial management (for applicable posts)**

To manage a designated budget, ensuring that the service achieves value for money in all circumstances through the monitoring of expenditure and the early identification of any financial irregularity.

*The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by your manager.*

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| Person specification |
|  | Essential | Desirable |
| Qualifications | * Educated to degree level in a relevant subject
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| Experience | Significant experience of:* Maintaining and developing websites, including content editing.
* Using social media to communicate and raise awareness. Effectively managing corporate social media accounts including Twitter, Facebook, Instagram, Youtube, Pinterest.
* Copywriting and editing for a variety of uses including press releases, web, newsletters, magazines, leaflets, corporate documents.
* Producing high quality content for formats such as video/audio, podcasting, wikis, vlogs, blogs, email, mobile and social networks.
* Handling sensitive information.
* Print management.
* Building and maintaining relationships with print and broadcast media.
* Working with graphic designers, printers, photographers, film makers, and other creatives.
* IT software packages such as Excel, Powerpoint, Publisher, Word, Outlook, Photoshop.
 | Experience of:* Dealing with a broad range of people and their communities and representative organisations.
* Protected Landscapes and their management.
* Brand development and identity management.
* Planning and co-ordinating programmes of events and activities/ Event Management.
* Photography management and editing.
* Producing print, and physical and digital interpretation.
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| Skills & Knowledge | * Excellent written and oral communications skills.
* Excellent creative skills and ability to identify communication opportunities.
* Able to communicate with a wide range of different people from different interest groups.
* Awareness of what makes a news item and how to interest the media in a story.
* Understanding of data protection and privacy issues and other legislation in the e-communication area
 | * Photography and filming – including event and landscape.
* Knowledge of conservation issues, natural beauty and landscape issues, issues affecting the uplands, protected landscape conservation.
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| Personal Qualities | * Ability to fulfil the transport requirements of the job.
* Ability to engage with team members to proactively extract and develop stories from their work.
* Ability to work using own initiative, to generate ideas and to motivate others.
* An organised approach to work and a capability to work under pressure of deadlines.
* Ability to organise/prioritise a heavy workload.
* Ability to develop ideas and present them persuasively.
* Self-confidence, and the ability to be self-reliant and work without supervision.
* Political awareness, tact and diplomacy
* Professional, articulate and highly motivated.
* Willingness to work outside normal office hours and at other locations where required.
 | * A personal commitment to and interest in the North Pennines and the Eden Valley, and an interest in upland Protected Landscapes and their conservation
* An interest in and experience of protected landscapes would be a distinct advantage.
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