

Post Title: Communication Assistant AA3478

Evaluation: 394 Points **Grade: N4**

Responsible to: Service Manager, Communications and Engagement

Responsible for:

Job Purpose: To provide a range of communication and marketing activities across the authority to help directorates achieve their strategic and operational priorities, through all aspects of effective communication.

Main Duties: The following is typical of the duties the postholder will be expected to perform. It is not necessarily exhaustive and other duties of a similar nature and level may be required from time to time.

- 1 To produce editorial, advertising and marketing copy for a variety of communication media and to assist with the production of council publications including resident and staff magazines, and to provide editorial support for the council's social media, internet and intranet sites
- 2 To assist in monitoring , analysing and producing reports on the uptake of council online services, and the outcome of communication activity online and offline
- 3 To assist in strengthening the council's reputation, helping to build strong relationships with a wide range of stakeholders through effective communication.
- 4 To support the development of the council's corporate approach to key areas of communication activity such as web and social media, social marketing; media relations, and stakeholder communication.
- 5 To coordinate communication activity as directed and to assist in developing communication plans on a range of corporate and directorate projects.
- 6 To commission appropriate photographs, design, print and distribution services and help promote best value from the council's communication activity through the demand management framework.
- 7 To monitor spend for communication and marketing budgets as allocated.
- 8 To attend relevant regional and national Communications forums as required.
- 9 To promote and implement the Council's Equality Policy in all aspects of employment and service delivery.