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| **Job Description** | |
| **Post title** | Multimedia Senior Support Officer (Press & Publications) |
| **JE Reference No** | N9631 |
| **Grade** | 7 |
| **Service** | Regeneration, Economy & Growth |
| **Service Area** | Communications & Marketing |
| **Reporting to** | Team Leader (Press & Publications) |
| **Location** | Your normal place of work will be County Hall, Durham 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** |

* Lead on the production of corporate publications, including but not limited to Durham County News and Buzz, the council’s staff newsletter.
* Liaise with designers to ensure engaging, interesting and informative publications.
* Work closely with external suppliers including print and distribution companies.
* Manage orders and payments for advertisements, print and distribution.
* Support the wider communications and marketing team with a variety of communications tasks from writing press releases and social media messages to the production of marketing materials.

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| **Duties and responsibilities** |

* + Protect and enhance the council’s brand across all work areas in the wider team and organisation
  + Support emergency communications including operating and updating digital platforms in and out of normal working hours as required and at a variety of locations, as required
  + Support and help coordinate digital media requests aligned to marketing and communications campaigns, creating digital content to be used across all platforms including high quality video
  + Support on the planning and delivery for press/media/reputation/emergency communications
  + Support the development and maintenance of good working relationships with national and local press and media by undertaking duties and responsibilities carefully and as directed by the Team Leader.
  + Ensure all work is integrated with the wider work within the Communications and Marketing unit
  + Work within the wider team to ensure campaign messages are delivered in a consistent way across all press/PR/digital and marketing activity
  + Protect and enhance the council’s brand in all communications activity across the organisation ensuring the council’s brand is clear and that there is a consistent tone of voice across all channels and activities
  + Support and undertake the production of creative content for external and internal publications including Durham County News and Buzz to ensure they are produced on time, within budget and to a high standard while delivering the organisations objectives for such publications
  + Support the operations of the council’s social media channels both at your normal place of work and on location as appropriate in and out of normal hours
  + Support the operations of the council’s emergency out of hours’ team in accordance with the corporate guidelines and policies
  + Be part of the daily monitoring and evaluation of all media including digital channels as required
  + Contribute to the annual communications and marketing planning process
  + Maintain an awareness of new marketing and communication initiatives and ways of working and seek to identify opportunities to introduce these into existing working practices working with colleagues across the communications and marketing unit
  + Work in collaboration with colleagues across all team areas to ensure agreed objectives and outcomes are delivered
  + Understand and keep up to date with all protocols and strategies within the unit offering ideas to improve these where appropriate
  + Support the development of and implement commercial and social marketing and communication plans to deliver marketing objectives and other agreed outcomes
  + Provide advice and support to service areas and colleagues on matters relating to marketing and communications
  + Respond to emerging issues where immediate action is required to support the whole team’s requirements

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

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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 Level 5   OR   * Able to demonstrate exceptional previous experience and knowledge | * Management, Communications/PR/   Press and/or Marketing qualification |
| Experience | * Experience of PR and campaigns work * A demonstrated background in creating high quality and engaging content for publications * Experience of writing press releases and of dealing with the media * Experience of creating engaging digital content and of operating digital platforms in a communications environment with positive outcomes * Experience of writing for the web * Experience of using analytic tools to measure the impact of communications and marketing activity across a variety of platforms | * Experience of partnership working with a diverse range of organisations in the public and private sector * Experience of project management * Experience in marketing services and products including development and delivery of marketing plans and campaigns to deliver successful outcome |
| Skills & Knowledge | * Well-developed creative writing skills across a variety of different formats and audiences * Strong computer skills including web and social media * Understanding of marketing and communications evaluation tools and techniques * Excellent ability to communicate clearly and effectively in verbal to a wide range of audiences through a range of media | * Trained in the production and use of videos |
| Personal Qualities | * Energetic, enthusiastic, confident and self-motivated * Ability to operate under tight pressure timelines * Organised approach to work * Customer focused * Able to contribute towards effective team working * Innovative approach to problem solving and multi-tasking to a mix of deadlines * Willingness to work outside of normal office hours * Committed to the principles of equality and diversity * Access to a car or means of mobility support (if driving then must have a current valid driving licence and appropriate insurance) |  |