

Post title: Communication Officer (AA3476)

Evaluation: 515 Points Grade: N7

Responsible to: Head of Communication and Engagement

Responsible for: n/a

Job purpose: To participate in strengthening the reputation the council, and to build strong relationships with a wide range of stakeholders through 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 provide support to directorates to help them achieve their strategic and operational priorities, through all aspects of effective communication.
2. To provide support to the corporate leadership team, Cabinet and other committees regarding the relationship of the council with its residents, stakeholders and the media.
3. Participate in and support the development of the council's corporate approach to key areas of communication policy such as web and social media, social marketing; media relations, and stakeholder communication. Support the delivery of corporate projects in these areas.
4. To participate in support provided to elected members in their leadership role, particularly in relation to their communication skills
5. To participate in and support team leads in identifying commercial opportunities to provide communication services to external partners, and to negotiate, develop and manage appropriate service level agreements to agreed budgets.
6. To interpret and support the coordination of activity within specific areas of responsibility and to develop communication plans on a range of corporate and directorate projects.
7. To participate in, as far as is practicable, making sure communication issues are properly addressed in all directorate policies, service plans and activities.
8. To support the council to secure best value from all its communication activity through effective demand management and by providing professional

9. To participate in monitoring spend from identified communication and marketing budgets on behalf of directorates in relation to specific projects.
10. To support staff across the council to maintain an effective performance management framework, to make sure communication objectives are achieved and that activities provide value for money.
11. To maintain effective relationships with partners across the region and in other core cities, to encourage a coordinated approach to communication and marketing activity.
12. To represent the council, as and when required, regionally and nationally amongst communication professionals, to learn from best practice in other organisations,.
13. To promote and implement the Council's Equality Policy in all aspects of employment and service delivery.