

Job Description

Post Title: Communication Assistant (NCL) A5153

Evaluation: 394 Points **Grade: N4**

Responsible to: Senior Lead

Responsible for: n/a

Job Purpose: To provide a range of communication and marketing activities to help achieve 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 social media, internet and intranet sites
- 2 To assist in monitoring, analysing and producing reports on the uptake of online services, and the outcome of communication activity online and offline
- 3 To assist in strengthening reputation, helping to build strong relationships with a wide range of stakeholders through effective communication.
- 4 To support the development of the 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 projects.
- 6 To commission appropriate photographs, design, print and distribution services and help promote best value from the 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.