

# Job description

Job title:	Senior Communications Officer
Grade:	Dorset Grade 10
Job evaluation reference:	M4002
Job family:	Media, Marketing & Design

## Directorate/Service/Team information

1. The Communication & Engagement team is a centralised function responsible for:
  - building and maintaining the council's reputation
  - supporting achievement of the council's strategic objectives
  - building the council's identity and engagement with employees, councillors, residents, partners and other stakeholders

## Purpose and impact

2. This role is responsible for planning, delivering and evaluating a range of communication and marketing projects, campaigns and ongoing service delivery to support the council's objectives, e.g. resident satisfaction, service take-up, income generation, demand management, and behaviour change.
3. Deliver for clients against the brief and objectives agreed with the Communication & Engagement Business Partners.

## Key responsibilities

4. Work with a Communications & Engagement Business Partner to understand the strategic outcomes and requirements of services and clients and translate these into communications plans and delivery programmes.
5. Plan, deliver and evaluate integrated communications campaigns that support the objectives of the council (as part of the council's annual communications plan). Ensure work is delivered to a high standard and meets agreed targets. Activity may include: media relations, digital marketing, public events and engagement, residents' magazine, design and print, copywriting and editing, internal communications, advertising and stakeholder management.
6. Provide constructive challenge where needed, to recommend the right communications tools and channels for each campaign or project using evidence and audience insight. Support clients to self-serve where appropriate.
7. Develop and deliver engaging content - including photography, audio, video and online material - and ensure it is evaluated effectively as part of campaign delivery and is presented accurately, to a high standard, and in line with the Council's house style and brand guidelines.
8. Manage online and offline media activity, build relationships with all media and co-ordinate an effective response to all online and offline media enquiries.
9. Monitor and evaluate the success of communications and marketing activity, making recommendations for continuous improvements, and addressing any areas of concern promptly and effectively.
10. Act as a mentor for other members of the team, ensuring that colleagues are supported and gain skills in all communications disciplines.
11. Contribute to the Council's communications forward planning process.
12. Comply with all decisions and policies of the Council and any relevant statutory requirements including the Code of Recommended Practice on Local Authority Publicity.
13. Support the procedures in place to provide communications support in response to emergencies and critical incidents.

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14. Responsible for effective budget management, with due regard to the Council's financial regulations and regular monitoring of spend to ensure value for money.
15. Act as an ambassador and champion of communications and marketing, ensuring commitment and enthusiasm for activities and priorities on all occasions when representing the Council both internally and with external partners and agencies.

NB: The duties and responsibilities of this post are not restrictive, and the post holder may be required on occasion to undertake other duties. This will not substantially change the nature of the post.

### **Supervision and management**

16. Reporting to: Communications Team Manager
17. Responsibility for: No line management responsibility

### **Other factors**

18. This post does not have a significant travel requirement, however the post holder will be required to travel on a relatively regular basis within and outside the county for partner meetings, training, networking events. This means that there is a requirement for a vehicle to be available in order to carry out normal duties.

### **Our behaviours**

Dorset Council has developed and embedded a set of behaviours that will form part of everything you do, and you will need to be able to demonstrate them through the way you work, regardless of your role or grade within the organisation.

Full details can be found on the job website under '[Working for Dorset Council](#)'.

# Person specification

Applicants will be shortlisted on the basis of demonstrating that they fulfil the following criteria in their application form and should include clear examples of how they meet these criteria. You will be assessed in some or all of the specific areas over the course of the selection process.

Essential criteria are the minimum requirement for the above post.

Desirable criteria will only be used in the event of a large number of applicants meeting the minimum essential requirements.

## Essential

<b>Qualifications/ training/registrations</b>			
Required by law, and/or essential to the performance of the role			
1. A degree or professional qualification in communications and/or marketing, and/or significant professional experience			
2. Evidence of relevant continuing professional development			
<b>Experience</b>			
3. Proven ability to initiate, develop and implement major communications and marketing campaigns			
4. Experience of planning, delivering and evaluating the full range of communications and marketing activity: advertising, media relations, digital marketing, design and print, branding, consultation and engagement, events, internal communications, stakeholder management, direct marketing			
5. Experience of working successfully with a range of external organisations/stakeholders			
6. Experience of working within formal budgetary controls.			
7. Ability to set local targets and work within a culture of performance management.			
8. Experience of advising senior managers and councillors.			
<b>Skills, abilities &amp; knowledge</b>			
9. Specialist knowledge of communication and marketing theory and practice			
10. Ability to manage conflicting deadlines			
11. Excellent oral and written communication skills			
12. Ability to influence others			
13. Highly developed planning skills and ability to deliver projects to an agreed timetable			
14. Excellent interpersonal skills to develop good working relationships/networks			
15. Political astuteness			
16. Knowledge of major issues facing local government			
17. Proficient in use of Microsoft Office and online software including Vuelio, Orlo and Mailchimp.			
<b>Behaviours</b>			
18. <a href="#">Respect</a>			
19. <a href="#">Responsibility</a>			
20. <a href="#">Recognition</a>			
21. <a href="#">One Team: Collaboration</a>			
<b>Approval</b>			
Manager	Service Manager for Corporate Communications	Date	1 August 2019