

# Job description

<b>Job title:</b>	Communications Officer (career grade)
<b>Grade:</b>	Level 1 post: Grade 6 Level 2 post: Grade 7 Level 3 post: Grade 8
<b>Job evaluation reference:</b>	M4013abc
<b>Job family:</b>	Media, Marketing and Design

This career grade job description outlines the progression from Grade 6 to Grade 8 Communications Officer. It reflects increasing responsibilities, skills, and expectations across the Communications & Engagement function.

It is expected that the post holder would start on a Grade 6, undertaking an apprenticeship in a relevant discipline. You would be expected to attend training, up to one day per week. Once completed, the opportunity to rise through the grades would be available.

## Directorate/Service/Team information

The Communication and Engagement team is a centralised function responsible for:

- building and maintaining the council's reputation
- supporting achievement of the council's strategic priorities
- building the council's identity and engagement with employees, councillors, residents, partners and other stakeholders
- warning and informing in crisis situations

## Purpose and impact

1. Support the council's Communications and Engagement team with delivery across the full range of activity, including internal communications, digital marketing, commercial and social marketing, media relations, campaigns, design & print and related administrative duties.
2. To assist with all aspects of the Communications and Engagement function as required to help ensure the service runs effectively and smoothly – helping deliver an efficient, cost effective service to internal and external customers.
3. Provide day-to-day support and assistance to the communications management team as required and supporting the wider team in times of crisis communications and/or major critical incidents.
4. Responsible for supporting with the delivery and evaluation of 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.
5. Deliver for clients against the brief and objectives agreed with Communications managers.



**Key responsibilities**

6. Support the effective and efficient running of the Communication & Engagement function through undertaking a wide range of office administration tasks including: telephone cover, photocopying, scanning and the maintenance of effective filing systems in all formats.
7. Ensure business needs are being met through adequate office cover at all times and undertake any other related tasks requested by the Communications management team.
8. Support with online and offline media activity, build relationships with all media and co-ordinate an effective response to all online and offline media enquiries.
9. Work closely with communications professionals in the central team, assisting and supporting with a range of on and offline channels, including website, social media, email newsletters, advertising, design and print, and internal communications.
10. Liaise with external suppliers, including design agencies, photographers, printers, event organisers and the media to deliver business requirements, managing costs and timescales, and ensuring all internal process are followed as required.
11. Manage and monitor the ordering of goods and services, and invoice processing in accordance with financial regulations and IT systems.
12. Assist with the fulfilment processes such as external mailings, direct mail campaigns and internal deliveries.
13. Assist with the development and delivery of digital content, including social media, videos, gifs, SMS, email marketing, website and intranet.
14. Responsibility for managing the council's photo library and other systems, in compliance with GDPR.
15. Strictly observe legal and regulatory requirements, particularly the Code of Recommended Practice on Local Authority Publicity.
16. Contribute to the council's communications forward planning process.
17. Act as an ambassador and champion of Communications and Engagement, ensuring commitment and enthusiasm for activities and priorities on all occasions when representing the council both internally and with external partners and agencies.
18. Support the procedures in place to provide communications support in response to emergencies and critical incidents.

**Key Responsibilities for Grade 7 posts (in addition to the above):**

19. Assisting with the development and delivery of effective communication and marketing campaigns delivered on time, to budget, and on brand, across a range of different target audiences. Support with the planning process – for instance, researching audience insight.
20. Keep up to date with key developments and competitor analysis related to marketing and communications e.g. new and emerging approaches to digital communications to



ensure the council is at the cutting-edge of sector best practice. Research and generate new and innovative ideas for the development of the service and the immediate team.

21. Deliver training in relevant software i.e. e-newsletter, social media management platform, media management software to enable colleagues both in the comms team and the wider organisation to self-serve.

**Key Responsibilities for Grade 8 posts (in addition to the above):**

22. Assist with regular monitoring and evaluation of campaigns and media, flagging up any reputation issues of concern to a senior colleague, and making recommendations for continuous improvement.
23. Present ideas, feedback, evaluation reports to senior officers and councillors

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.

**Progression in post**

Subject to review and agreement with the line manager, progression to Grade 7 is not automatic and is dependent upon successfully completing an apprenticeship in a relevant discipline and demonstrating the full Grade 7 criteria as specified in both the job description and person specification.

Subject to review and agreement with the line manager, progression to Grade 8 is not automatic and is dependent upon demonstrating the full Grade 8 criteria as specified in both the job description and person specification.

**Supervision and management**

Reporting to: News and Content Manager  
 Responsibility for: No line management responsibility

**Other factors**

24. This post does not have a significant travel requirement, however the post holder will be required to travel on an occasional basis within and outside the county for partner meetings, training, networking events, and content generation.

**Our values**

Our values act as guiding principles, defining what we believe is important in the ways we work together. Our values are Respect, Together, Accountability, Openness and Curiosity. You will need to be able to demonstrate these values in action through the way you work, regardless of your role within the organisation. Information about our values can be found on our website.



# Person specification

Your application will be assessed based on your demonstration of how you fulfil the following criteria; you should include clear examples of how you meet these criteria within your application form and during the assessment process.

## Essential

Essential criteria are the minimum requirement for the above post and will be assessed through a combination of your application form, assessment and interview (as specified below). We'll also use references to confirm that you meet the criteria for this role. We will require evidence of the qualifications, training or registrations listed below.

<b>Qualifications, training or registrations</b> Required by law or essential to the performance of the role or both	<b>Assessed through:</b>
1. Minimum of 5 GCSEs, including English and Maths, at Grade C/4 or above	Application form
2. <b>Grade 7 &amp; 8 posts:</b> A degree or professional qualification (apprenticeship) in communications and/or marketing, and/or relevant professional experience	Application form
<b>Experience</b>	
3. <b>Grade 7 &amp; 8 posts:</b> Experience of supporting with the delivery of communications and marketing activity such as video filming and editing, advertising, media relations, digital marketing, commercial and social marketing, design and print, internal communications	Application form Interview Assessment
4. <b>Grade 7 &amp; 8 posts:</b> Experience of creating engaging content tailored to the needs of the audience	Application form Interview Assessment
<b>Knowledge</b>	
5. Proficient in use of Microsoft Office and online communications software	Application form Interview Assessment
<b>Skills and abilities</b>	
6. Ability to plan, organise, prioritise and complete work under pressure and unsupervised	Application form Interview Assessment
7. Excellent oral and written communication skills	Application form Interview Assessment
8. Excellent attention to detail	Application form Interview Assessment
9. Excellent interpersonal skills to develop good working relationships/networks	Application form Interview Assessment
10. <b>Grade 7 &amp; 8 posts:</b> Ability to generate creative and innovative ideas	Application form Interview Assessment
11. <b>Grade 7 &amp; 8 posts:</b> Ability to influence others	Application form Interview Assessment
12. <b>Grade 7 &amp; 8 posts:</b> Ability to deliver training to others i.e. e-newsletter software	Application form Interview Assessment
13. <b>Grade 8 posts:</b> Ability to deliver projects to an agreed timetable and within budget	Application form Interview



	Assessment
14. <b>Grade 8 posts:</b> Ability to evaluate performance of content on social media	Application form Interview Assessment
15. <b>Grade 8 posts:</b> Ability to monitor against agreed Key Performance indicators (KPIs)	Application form Interview Assessment
16. <b>Grade 8 posts:</b> Ability to present ideas, findings and pitches to senior officers and councillors	Application form Interview Assessment
<b>Our values</b>	
17. Respect	Interview Assessment
18. Together	Interview Assessment
19. Accountability	Interview Assessment
20. Openness	Interview Assessment
21. Curiosity	Interview Assessment
<b>Other</b>	
22. Ability to fulfil the travel requirements of the post	Application form

## Approval

Manager's job title: Head of Strategic Communications and Engagement  
Date: October 2025

