

Job description

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

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 during crisis situations

Purpose and impact

1. 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.
2. Deliver for clients against the brief and objectives agreed with the Communication and Engagement Business Partners, the News and Content Manager, the Campaigns and Marketing Manager or the Internal Communications Manager.

Key responsibilities

3. Work with the News and Content Manager, Internal Communications Manager, or the Campaigns and Marketing Manager and the Communications and Engagement Business Partners to understand the strategic outcomes and requirements of services and clients and translate these into communications plans and delivery programmes.
4. 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, commercial and social marketing, public events and engagement, residents' magazine, design and print, copywriting and editing, internal communications, advertising and stakeholder management.
5. Provide constructive challenge where needed, to recommend the right communications and marketing tools and channels for each campaign or project using evidence and audience insight. Support clients to self-serve where appropriate.
6. 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.
7. Manage online and offline media activity, build relationships with all media and coordinate an effective response to all online and offline media enquiries.



8. Monitor and evaluate the success of communications and marketing activity, making recommendations for continuous improvements, and addressing any areas of concern promptly and effectively.
9. Act as a mentor for other members of the team, ensuring that colleagues are supported and gain skills in all communications and marketing disciplines.
10. Contribute to the council's communications forward planning process.
11. Comply with all decisions and policies of the council and any relevant statutory requirements including the Code of Recommended Practice on Local Authority Publicity.
12. Support the procedures in place to provide communications support in response to emergencies and critical incidents.
13. Responsible for effective budget management, with due regard to the council's financial regulations and regular monitoring of spend to ensure value for money.
14. 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

Reporting to: News and Content Manager, Campaigns and Marketing Manager, or Internal Communications Manager

Responsibility for: No line management responsibility

Other factors

15. 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. This means that there is a requirement for a vehicle to be available in order to carry out normal duties.

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.

Qualifications, training or registrations Required by law or essential to the performance of the role or both	Assessed through:
1. A degree or professional qualification in communications and/or marketing, and/or relevant professional experience	Application form
2. Evidence of relevant continuing professional development	Application form
Experience	
3. Proven ability to initiate, develop and implement major communications and marketing campaigns	Application form
4. Experience of planning, delivering and evaluating the full range of communications and marketing activity: advertising, media relations, digital marketing, commercial and social marketing, design and print, branding, internal communications and stakeholder management	Application form
5. Experience of working within formal budgetary controls	Application form
6. Experience of working successfully with a range of external organisations/stakeholders	Application form
7. Ability to set local targets and work within a culture of performance management	Application form
8. Experience of advising senior managers and councillors	Application form
Knowledge	
9. Specialist knowledge of communications and marketing theory and practice	Application form Interview Assessment
10. Proficient in use of Microsoft Office and online software including email marketing platforms, social media dashboards and media management platforms	Application form Interview Assessment
11. Knowledge of issues facing local government	Application form Interview Assessment
12. Political astuteness	Application form Interview Assessment
Skills and abilities	
13. Excellent oral and written communication skills	Application form Interview Assessment
14. Excellent attention to detail	Application form Interview Assessment
15. Ability to influence others	Application form Interview



	Assessment
16. Highly developed planning skills and ability to deliver projects to an agreed timetable and within budget	Application form Interview Assessment
17. Excellent interpersonal skills to develop good working relationships/networks	Application form Interview Assessment
Our values	
18. Respect	Interview Assessment
19. Together	Interview Assessment
20. Accountability	Interview Assessment
21. Openness	Interview Assessment
22. Curiosity	Interview Assessment
Other	
23. 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

