

MEDIA AND INTERNAL COMMUNICATIONS TEAM

Job Title	Range ¹	Development Route	Duties	Level A (Developing)	Level B (Practising)	Level C (Accomplished)
Junior Press Officer	Range 4		The Junior Press Officer supports the day-to-day operation of the Press Office, promoting the services, decisions, policies and priorities of the council in the media and on social media, both proactively and reactively. They also provide a supporting role to promote the council's reputation and provide professional advice to Cabinet and senior management. This role also helps ensure the council's values and tone of voice speak across all our press office and digital communications activities, and provides a direct link to stakeholders. The Press Office is managed between 8.30am and 5pm weekdays and provides an out-of-hours emergency media service, which the Junior Press Officer is involved with. This role also helps cover Medway Full Council and Cabinet meetings, which are held in the evening, to support the media and promote the council's vision, values and priorities.	Required for Level 4A <u>Qualifications</u> Qualification in journalism or public relations (e.g. NCTJ qualifications, related degree or suitable alternative). Full driving valid for use in the UK and access to own transport for work purposes <u>Knowledge</u> A good knowledge of how to: - write an effective news article or press release - use a variety of social media channels to increase engagement for an organisation and reach desired audiences. <u>Experience</u> Has a good experience of working in a busy newsroom (journalism), press office (media handling) or digital newsroom/customer relations environment. Has a good experience of using multi-media content online e.g. video or audio. <u>Skills</u> Excellent media and social media writing skills; able to write in different styles according to need and target audience. Good video editing and filming skills. Works unsupervised whilst carrying out the day-to-day duties of the role, prioritising as necessary. Deals successfully with unexpected problems or situations. Always listens and responds to people in a helpful and polite manner.	In addition to level 4A <u>Qualifications</u> One year's experience working in a newsroom or press office. <u>Knowledge</u> An enhanced knowledge of how to: - Write and publish effective media releases which are published by media channels. respond timely and effectively to reactive media enquiries. <u>Experience</u> Demonstrate their experience of proactive and reactive social media in a public relations context, as well as supporting the council's vision, values and priorities. Experience of preparing senior members or staff for media interviews, providing advice on handling broadcast and print interviews, providing written briefings and support. Experience of evaluating local, national and specialist media activity and coverage and adapting	In addition to level 4A and 4B <u>Qualifications</u> Two years' experience working in a newsroom or press office. <u>Knowledge</u> A deep understanding of media law and how to use it to address sensitive media matters. A solid understanding of how Freedom of Information requests are processed and how the press office is involved. <u>Experience</u> Experience of delivering an effective social media campaign to boost engagement, and to support the council's vision, values and priorities. Experience of confidently being able to handle reputational media enquiries, with little input required from others. Has written press releases which have secured wider than local area coverage – including national and trade. <u>Skills</u> Excellent filming and editing skills, consistently producing engaging videos.

¹ Salaries accurate as of financial year 2023/2024

				Able to work in a service-style culture while retaining the independence and credibility to give good advice as to how to achieve the best outcome from the media and social media activity. Commitment to equality and diversity, accepting differences and treating everyone fairly.	approaches to media handling to achieve the best results. <u>Skills</u> Enhanced filming and editing skills. Detailed understanding of how to write in different formats. Ability to develop a trusting professional relationship with senior leadership team and Cabinet to provide advice on media response and digital work. An excellent understanding of the skills required to provide thorough briefings for video interviews.	Ability to provide effective, and largely unaided, support in a crisis/emergency/reputational matter and using their skills to issue consistent and accurate social media messaging in a timely manner. Excellent ability to be able to write press releases or providing briefings that are picked up by wider than Medway media channels. A deepened understanding of how to recognise potential matters/projects/decisions which could impact the council's reputation and work of the press office.
Press Officer				Required for this level (in addition to all previous levels, if applicable) <u>Qualifications</u> Degree or qualification in journalism or public relations (e.g. NCTJ qualifications, related degree or suitable alternative) /or suitable alternative). Full driving valid for use in the UK and access to own transport for work purposes. <u>Knowledge</u> A good knowledge of media law to address media matters. A good knowledge of how a press office/news desk runs, and the processes involved, including the difference of proactive and reactive media and how to respond to reputational reactive media enquiries. A good knowledge of how to use a variety of social media channels. <u>Experience</u>	In addition to level 4A <u>Qualifications</u> Two years' experience working in a press office. <u>Knowledge</u> A good knowledge of the structure, responsibilities and policies of the public sector to assist when protecting the reputation of an organisation. A deep understanding of corporate communications channels used for internal and external purposes. A good knowledge of best practice to secure media coverage across a variety of platforms. This includes a good knowledge of: - media contacts locally and regionally.	In addition to level 4A and 4B <u>Qualifications</u> Four years' experience working in a press office. <u>Knowledge</u> A developed understanding of media law knowledge to effectively address reputational or sensitive press matters. In addition to a developed knowledge and best practice of using a variety of corporate communications channels for internal and external purposes to support services and the organisation. A developed understanding of using knowledge to effectively manage reputational reactive media enquiries. A developed understanding of how to provide a leading communications role to respond to a crisis (meeting the council's legal duty to warn and inform

			A proven track record of delivery in a busy newsroom (journalism), press office (media handling) or digital newsroom/customer relations environment. Or experience of working in an agency or other client-facing environment Basic experience of creating multi-media content e.g. quick turnaround video or audio Proactive and reactive use of social media in a public relations context. Preparing senior members or staff for media interviews, providing advice on handling broadcast and print interviews, providing written briefings and support. Demonstrable ability to apply practical/procedural/organisational/policy knowledge in a specialist area and can turn theory into practical solutions. <u>Skills</u> Excellent media and social media writing skills; able to write in different styles according to need and target audience. Demonstrate positive results from writing in different formats. Ability to produce the very best coverage whether resulting from conversation or copywriting. Ability to work independently within defined procedures, and work outside of procedures, making decisions without referring to a supervisor/line manager, where necessary. Professional at all times - listens and responds to people in a helpful and polite manner. Able to work in a service-style culture while retaining the independence and credibility to give good advice as to how to achieve the best outcome from the media and social media activity. Deals successfully with unexpected problems or situations. Ability to analyse and interpret complex information and situations. Ability to develop solutions and plans for the medium term. Adopts an imaginative and innovative approach. Ability to supervise, co-ordinate or train other employees where required. Multi-media digital skills, such as filming and editing. Commitment to equality and diversity, accepting differences and treating everyone fairly.	- how to prepare a variety of press releases targeted at trade and/or national media. - How to develop creative social media channels and content to increase engagement. A deep understanding of and ability to effectively support the team with communications to deal with a crisis (meeting the council's legal duty to warn and inform before, during and after an emergency incident). <u>Experience</u> Excellent experience of working independently in a press office on both reactive and proactive media, responding to deadlines in a timely manner. This includes experience of: - consistently providing detailed media briefings to senior members of staff for media interviews, including pre-interview training. - managing reactive media enquiries and strong organisational skills. - effectively uses social media to engage with an audience to share key messages and tone of voice. Good experience providing consistent support to the Junior Press Officer, supporting them with their learning on responding to media enquiries and writing effective media releases. Experience evaluating local, national and specialist media activity and coverage and adapting approaches to media handling to achieve the best results.	before, during and after an emergency incident). <u>Experience</u> Consistently leads on maintaining the Press Office inbox and juggling priorities effectively and timely. Excellent experience researching and drafting high-quality media releases, consistently securing media coverage across a range of channels and platforms, including wider than Medway and trade. Excellent experience researching and drafting effective reactive responses protecting the council's reputation and high-quality media releases. Experience of providing professional advice and guidance to senior members of staff to protect the council's reputation. Consistently takes initiative independently and able to make sound decisions in relation to social media and media matters. Excellent experience of providing effective and beneficial input, through writing skills and media advice, to support projects and campaigns across internal and external communications. <u>Skills</u> Excellent prioritising skills to juggle their own priorities to effectively manage reactive and proactive deadlines, as well as supports the Junior Press Officer with their own workload. This includes the excellent ability to quickly and effectively react to short-notice interview requests,
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					Experience of having a valuable input to the workstream of Communications and Marketing, including with projects and campaigns. <u>Skills</u> Experienced at using internal systems, such as the media system to manage media enquiries and issue media releases. Consistently producing high-quality and engaging copy across different communication styles, including social media, magazines. This includes consistently producing high-quality and successful media releases, with key messages secured in media coverage. Consistently juggles priorities and meets deadlines, including responding quickly to attend and facilitate in-person media interviews. Proven track record of working independently within defined procedures, and work outside of procedures, making decisions without referring to a supervisor/line manager, where necessary. Understanding of how analysing and interpreting complex information and situations can benefit the reputation of the council. Ability to secure varied coverage another a variety of media platforms – TV, print, online, radio. Good mentoring skills to help develop the skills of the Junior Press Officer. Excellent proactive and reactive skills enabling you to stand in for absent colleagues to facilitate filming, writing and delivering thorough briefings for planned videos.	providing thorough briefings to secure positive outcomes. Understand the importance of reflecting on/analysing previous communications related work, as well as shifts in media practices, to suggest internal best practice and new ideas to produce more engaging copy and successfully secure coverage in trade and national media. Confidence to work independently on complex media matters, including reputational enquiries and crisis incidents. Excellent understanding of using skills to interpret complex information to support colleagues across Communications and Marketing, passing on knowledge. Excellent understanding of how to write successful media plans, feeding into overarching marketing strategies. Excellent use of people skills and media relations skills to run a briefing event for media, including supporting with presentations and providing thorough briefings for staff involved. A multi-disciplined skilled media professional who is able to continually seek and implement improvements and helping the Junior Press Officer adapt to any change in processes.
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					Ability to challenge where inaccurate information or unfair reporting is identified. Ability to use well developed communication skills to present complex/sensitive information in an understandable way, to a range of audiences. Ability to carry out tasks and/or advise on internal procedures, which impact on the health and well being of people.	
Internal Communications Officer	Range 5		The Internal Communications Officer is responsible for developing engaging corporate communications that speaks to the wide variety of council staff, as well as brings life to the council's values and priorities. The role is responsible for devising and implementing effective internal communications plans in a timely, efficient and appropriate manner. to ensure the workforce is kept informed and understands key corporate information. This role takes a strategic approach to internal communications, researching and developing new ideas to support the needs of the organisation as working practices shift to becoming more agile, flexible and dispersed. The Internal Communications Officer is the main point of contact with the Leader and Chief Executive, as well as senior management, on key	<u>Requirements at this level:</u> <u>Qualifications</u> High level secondary education qualifications or relevant experience. Two years' experience in a communications related role. <u>Knowledge</u> A good knowledge of internal communications methods, including an understanding of the structure, responsibilities and policies of the public sector. <u>Experience</u> Understanding of the methods available to deliver successful internal communications campaign. IT literate and good knowledge of the MS suite i.e. Word, Excel, PowerPoint and other packages including and willingness to learn other databases and systems. Good writing skills both for off and online content.	<u>Requirements at this level in addition to level 5A:</u> <u>Qualifications</u> Qualification in communications/media/marketing OR advanced knowledge of internal communications methods. <u>Knowledge</u> A deepened knowledge of the structure, responsibilities and policies of the public sector. A deepened knowledge of the variety of internal communications methods available and how they reach different audiences. <u>Experience</u> Experience of: - working in an internal communications team delivering campaigns and supporting events.	<u>Requirements at this level in addition to level 5A and 5B:</u> <u>Qualifications</u> Continued self-learning in internal communications. Four years' experience working in internal communications. <u>Knowledge</u> An excellent knowledge of internal communications methods to improve the council's own practices. <u>Experience</u> Excellent experience at creating detailed plans and delivering the plans. Demonstrate the ability to analyse internal communication methods and apply experience to make positive changes. This includes experience of recommending/using additional tools to assist with internal communications

			updates and priorities which need to be communications internally, using a variety of methods and channels to reach staff working in a range of roles and locations. They are also responsible for liaising with stakeholders in a way that promotes the <u>vision and values</u> of the council.	<u>Skills</u> Proficient in the use of Microsoft Word, Excel and Outlook Understanding the requirement to work innovatively to help reach audiences with the necessary messaging. Ability to present complex and/or sensitive information in an understandable way, using a variety of methods across a range of audiences. Works well under pressure. Good grammar and writing skills.	- video and imaging editing skills. - Analysing your own work to make improvements and/or from feedback from the audience. - using the organisation's internal communications methods, including publishing tools. Developing internal communication skills, including excellent writing skills both for off and online content. Excellent experience at maintaining an internal communications grid to stay on top of upcoming opportunities. <u>Skills</u> A good understanding of how to best use the organisation's internal communications methods, including publishing tools, such as Gov Delivery and MedSpace. Demonstrable ability to use analytical skills to interpret complex information or situations and to solve varied problems or develop solutions or plans over the short term. Demonstrate the ability to be creative and think innovatively to get the message across to the necessary audiences. Excellent communication skills and the ability to present complex and/or sensitive information in an understandable way, using a variety of methods across a range of audiences. Demonstrable ability to work within recognised procedures and respond independently to problems where	practices or the promotion of internal communication messages. Excellent track record of providing accurate and timely internal communication messages. <u>Skills</u> Consistently and accurately using communication methods to reach audiences with internal communication messaging. Ability to analyse work and make improvements. Proven track record of successfully analysing data and making suggestions for improvements. Quickly recognises issues and resolves them effectively by thinking innovatively or working creatively. Consistent ability to turn complex information into easy to read and understand communications for staff. Successfully work independently and make quick or difficult decisions without managerial intervention, explaining the reasoning for the decision to influence the outcome. Consistently produces accurate and varied internal communications within set timescales. Consistent and excellent grammar and writing skills.
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					there are no recognised procedures and decisions have to be made without access to a manager. Proven track record of juggling high-pressured tasks with conflicting deadlines, and largely independently. Excellent grammar and writing skills and ability to change the tone depending on the messaging and audience.	
MARKETING TEAM						
Marketing Executive	Range 3		To work on cross-discipline, primarily external communications and marketing projects, with a focus on digital marketing. To produce campaign deliverables in line with the agreed plan. To work as part of a cross-disciplinary project team. To liaise with internal and external clients and stakeholders. Accountabilities and outcomes: Support the Marketing and Communications Managers in delivering activities for corporate and service marketing campaigns. This could include a range of activities such as maintaining communications plans,	Required for this level (in addition to all previous levels) <u>Sector Specific framework:</u> <u>Requirements at this level:</u> <u>Qualifications</u> Studied to A Levels or equivalent and/or completed or working towards a relevant qualification. <u>Knowledge</u> Basic understanding of GDPR and what is required from a marketing point of view. A basic understanding of different social media channels and a need to learn how to analyse the results. Knowledge of different marketing techniques such as social media print and OOH to create successful campaigns.	In addition to level 3A <u>Sector Specific framework:</u> <u>Requirements at this level in addition to level 3A:</u> <u>Qualifications</u> At least one year relevant working experience within a marketing team. <u>Knowledge</u> A deep understanding of different social media channels and a need to learn how to analyse the results. A basic knowledge of the whole organisation's ways of working.	In addition to levels 3A and 3B <u>Sector Specific framework:</u> <u>Requirements at this level in addition to level 3A and 3B:</u> <u>Qualifications</u> Marketing undergraduate or relevant undergraduate degree, or CIM qualification. And/or 2+ years relevant experience within a marketing team. <u>Knowledge</u> A developed knowledge of the organisation's ways of working. A basic understanding of government policies and initiatives.

		drafting copy, briefing and liaising with designers, liaising with the media team, media buying, execution of social media and analysis of the results and use of other digital communications tools such as uploading content to the digital totem ensuring it is kept up to date. Responsible for the timely and accurate publication of public notices to fulfil a statutory requirement. This includes working with service managers, liaising with the design team as well as official media outlets. To be the first point of contact to resolve any issues which arise with regards to public notices. With direction, write content for our target audiences via a number of digital communications channels including emails and the council's quarterly magazine, Medway Matters. As well as supporting the Marketing Manager with the production of the council's What's On publication, liaising with council departments to secure information and	<u>Experience</u> Low-level experience of using social media channels. Low-level experience of digital communications and how to apply them to promotional work. Low-level experience of marketing techniques and when to utilise which methods. A good level of written and oral skills for both on and offline demonstrated through relevant experience. <u>Skills</u> Proficient in the use of Microsoft Word, Excel and Outlook Good verbal communication and ability to build and maintain good relationships with internal and external clients. Good copywriting skills for printed, media and online materials.	Basic understanding of GDPR within marketing and starting to challenge others where needed eg photo consent forms. Developing knowledge of technology systems such as Gov Delivery, Google analytics and Orlo. <u>Experience</u> A good level of experience of using a range of offline and online communications tools in the delivery of communications campaigns/projects. Solid experience and understanding of social media channels, tools and techniques to reach target audiences effectively. Starting to evaluate campaigns and projects. Gaining experience of client / account and stakeholder management. Starting to gain experience of writing for different audiences such as families, younger, older, vulnerable etc	An introductory understanding of marketing budgets and how they are allocated and best spent. A good working knowledge of technology systems such as Gov Delivery, Google analytics and Orlo. Starting to understand certain ethical standards to aid with responsible marketing practises. Knowledge of ways to successfully promote services across the council. <u>Experience</u> Starting to gain experience of using research and evidence to underpin communications activities. Experience of successful client / account and stakeholder management. Good level of experience of writing for different audiences such as families, younger, older, vulnerable etc
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		content to very tight deadlines. Ensure the Visit Medway website is kept relevant and up to date by writing copy, managing website updates through use of a CMS, support with SEO optimisation and where needed work with council teams and external agencies on larger updates. Act as a brand ambassador for the council, ensuring it's values, tone of voice and branding are used consistently and accurately across all our communications activities. Advise staff on branding where necessary. Support the development of a digital-first approach across council services, reviewing opportunities to develop new channels, including helping to improve existing social media accounts and helping to promote our website. Occasionally take on some marketing management responsibilities where required, to include attending meetings with clients, liaising with designers, digital and press teams, as well as	Good verbal communication skills for both internal and external partners. Demonstratable ability to use written and oral communication skills to present varied information in an understandable way to a range of audiences including other staff and customers. Ability to prioritise and handle multiple jobs simultaneously while assisting the marketing team and doing own jobs.	<u>Skills</u> Successfully engaging copywriting skills for off and online media. Brilliant generator of ideas to help reach target audiences to meet campaign objectives. Developing digital media skills. Ability to work independently to work within set marketing processes. Starting to demonstrate the ability to deal with considerable levels of work-related pressure, for example from deadlines, interruptions or conflicting demands.	<u>Skills</u> Ability to complete a range of complex tasks such as report writing, presentations, detailed assessments and calculations. Excellent verbal communication and ability to build and maintain good relationships with internal and external clients. Ability to shoot and create video and photographic footage for use in campaigns/projects/social media. Demonstratable ability to solve varied problems or develop solutions or plans over the short term. Demonstrates the ability to deal with considerable levels of work-related pressure, for example from deadlines, interruptions or conflicting demands. Demonstratable ability to work within an agreed budget.
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			drafting design briefs. As well as supporting the team in evaluating the impact of all the work done by the team to demonstrate ROI by gathering and collating data. Stay up-to-date with developments in the world of digital communications and make recommendations to the Communications Team on the potential for new communications platforms. Effective liaison on a regular basis with other members of the team involved in campaign delivery to keep projects on track. Support the team in ad hoc projects. At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.			
Marketing Manager	Range 6		To lead on the management of a portfolio of internal and external client relationships.			
				Required for this level (in addition to all previous levels) <u>Sector Specific framework:</u>	In addition to level 6A <u>Sector Specific framework:</u>	In addition to levels 6A and 6B <u>Sector Specific framework:</u>
				<u>Requirements at this level:</u>	<u>Requirements at this level in addition to level 6A:</u>	<u>Requirements at this level in addition to level 6A and 6B:</u>

		To create, direct and manage multiple strategic marketing and communications campaigns and projects from initial briefing through to post-campaign evaluation. To manage cross-disciplinary project teams to deliver communications projects. Accountabilities and outcomes: Conceive, develop and manage innovative, creative and high-performing strategic marketing and communication campaigns that drive awareness and/or sign up to council services, programmes and events. Ensure all campaigns align with the council’s strategic aims. Make effective use of different data sources when developing long-term marketing and communication strategies. Set, monitor and report on communication and marketing objectives, drawing on a number of different metrics including Google Analytics, GovDelivery, and social media analytics. Conduct desk research and when needed, gather	Qualifications Working towards a degree, professional qualification or has equivalent 5+ years relevant workplace experience. Knowledge Strong knowledge of marketing principles, including market research, segmentation, targeting, positioning, branding, and the marketing mix (product, price, place, and promotion). A developing understanding of the structure, regulations, and policies of the public sector, including knowledge of public procurement, compliance, and ethics. Knowledge of specific government agencies, departments, and their functions. Basic knowledge in data protection laws and regulations, such as GDPR (in Europe) and data privacy laws applicable to the public sector. Knowledge of using digital marketing channels and social media platforms to engage with citizens and disseminate information. Knowledge of how to measure the effectiveness of marketing campaigns and initiatives, often with a focus on KPIs related to public service delivery and citizen satisfaction. Understanding of ethical considerations, ensuring transparency, fairness, and responsible marketing practices in the public sector. A willingness to understand sustainability and environmental protection and then communicate across the organisation. A deep understanding of technology systems and tools commonly used in the public sector, including content management systems, data analytics, and government-specific software. Experience Track record of delivering successful marketing communications projects. Good experience of client / account relationship management. Experience of using research and evidence to underpin communications activities. Good level of experience managing multiple projects simultaneously.	Qualifications Relevant professional qualification in marketing or communications to diploma level (eg CIM, IDM, CIPR, PRCA) and/or degree. Or 8+ years relevant workplace experience. Knowledge Proficiency in data protection laws and regulations, such as GDPR (in Europe) and data privacy laws applicable to the public sector. Growing knowledge of government communication strategies, including public relations, press releases, public statements, and public information campaigns. An understanding of the local or regional community's culture, demographics, and specific needs to tailor marketing efforts effectively. A good understanding of sustainability and environmental protection, and the ability to promote and communicate these efforts.	Qualifications 10+ years in relevant workplace experience. Knowledge A deep understanding of the structure, regulations, and policies of the public sector, including knowledge of public procurement, compliance, and ethics. Knowledge of specific government agencies, departments, and their functions. A good understanding of relevant public policies and government initiatives that may impact the public sector organisation's marketing strategies. An understanding of the political landscape and its influence on decision-making is important. Knowledge of how to design and implement campaigns aimed at changing public behaviour, such as health promotion, environmental conservation, or safety initiatives. Understanding of crisis communication and risk management specific to the public sector, where responses must consider public safety, trust, and transparency. A developed knowledge of government communication strategies, including public relations, press releases, public statements, and public information campaigns. Knowledge of various strategies for involving the community in decision-making processes,
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		user insight to understand key business challenges, customer behaviour, target audiences, competitive activity, and environmental factors that impacts programmes and services working towards set targets, KPIs, goals and objectives. Brief and direct both in-house graphic designers, digital and other media-production specialists, as well as third-party agencies (design, website, video production, PR, marketing, photographers) integral to the completion of marketing and communication projects. Write briefs, set budgets and reporting requirements, create and monitor goals. Ensure all campaigns and jobs are fully evaluated and lessons incorporated into future marketing work. Act as a brand-ambassador for the council, ensuring materials and content meet guidelines and adhere to the council's tone of voice, are consistent with council priorities, provide best value for residents and provide guidance and advice to staff when required. Capable of	Experience of evaluating the impact of campaigns and reporting back results with lessons learned. Experience collaborating with various different services to reach a common goal. <u>Experience in managing and/or developing junior members of staff.</u>	<u>Experience</u> Strong experience of managing multiple projects simultaneously. Developing experience in matrix and cross boundary working. Growing experience of the internal and external opportunities and impact created by digital transformation. Experience collaborating with various departments within the public sector organisation, to align marketing efforts with broader goals. Starting to gain experience meeting and working with council portfolio holders, talking through marketing plans for major campaigns in their portfolios, providing briefings and feedback on campaigns.	feedback collection, and public consultations. <u>Experience</u> Solid experience of using research and evidence to underpin communications activities. Experience of managing, developing, and delivering cross discipline marketing campaigns including digital marketing. Experience of setting and delivering commercial targets, specifically revenue. Strong experience in matrix and cross boundary working. Experience meeting and working with council portfolio holders, talking through marketing plans for major campaigns in their portfolios, providing briefings and feedback on campaigns. Experience of working with external stakeholders as part of delivering campaigns for them to support our campaign work or include in our marketing materials. Developed experience of the internal and external opportunities and impact created by digital transformation. Experience of providing general information, advice and guidance on internal procedures relating to finance.
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		working in a complex organisation, on large strategic projects or programmes with multiple clients and people at all levels in the organisation. Adept at building strong cross-organisational relationships and using influencing skills to facilitate the successful implementation of marketing and communication campaigns. Develop and manage marketing and communication budgets to achieve optimal outcomes and most appropriate use of funding available. Ensure budgets are effectively spent and all campaigns and jobs are delivered within budget. Adjust plans and communicate changes as necessary to ensure costs for materials, media, and labour are in line with the sales potential for a specific product or campaign. Identify opportunities to generate income for the team where possible from internal and external sources, as well as supporting the drive of our clients to generate more income.	Strong ability to plan ahead and have the ability to respond positively to change. Successful and engaging copywriting skills in writing for a range of media both on and offline. Pro-actively contributing to change and listen to new ideas. Enhanced skills to deal with high levels of work-related pressure, for example from deadlines, interruptions or conflicting demands. Proficient in using all types of social media (e.g. Facebook, X, Instagram, etc.) Ability to work independently where required. Skill set to include historical, current, and future trends in the digital content and social media space. Ability to identify and engage with diverse stakeholders, including government officials, community organisations, citizens, and other relevant groups. Understanding how to build and maintain relationships with these stakeholders is critical. Ability to manage marketing budgets in a public sector environment, often with a focus on transparency and accountability. Developing a high-level skill set of writing for different audiences such as families, younger, older, vulnerable etc Enhanced skills in measuring the effectiveness of marketing campaigns and initiatives, often with a focus on KPIs related to public service delivery and citizen satisfaction.	<u>Skills</u> Developed skills to deal with high levels of work-related pressure, for example from deadlines, interruptions or conflicting demands. Ability to analyse and interpret varied and complex information and change it for different audiences. Starting to successfully manage various group dynamics. Ability to manage large-scale marketing budgets in a public sector environment, often with a focus on transparency and accountability.	<u>Skills</u> Demonstratable ability to thoroughly analyse information, and considering alternative solutions, adapting to new ways of working where necessary. Demonstratable ability to analyse and interpret varied and complex information and develop strategies and solutions for the medium and long term. High-level of skill set when writing for different audiences such as families, younger, older, vulnerable etc Strong skill set to work independently within clear guidelines and use initiative to make decisions, on policy/resource issues. Excellent facilitation skills and the ability to manage group dynamics.
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			Excellent written skills, contributing articles to Medway Matters quarterly magazine, preparing papers and reports for relevant committees as well as writing for other council news streams and websites as required. Wherever possible minimise the impact on the environment of marketing activities and advise services on the most appropriate media to deploy and best practice. At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.			
Senior Marketing Manager	Range 7		• Create and be responsible for the creation and delivery of the council's annual communications plan in support of the council objectives. • Responsible for ensuring that the council is communicating effectively about legal or statutory requirements, helping the pub48,1-6lic understand			
				Required for this level (in addition to all previous levels) <u>Sector Specific framework:</u> •	In addition to level 7A <u>Sector Specific framework:</u> •	In addition to levels 7A and 7B <u>Sector Specific framework:</u>
				<u>Requirements at this level:</u> <u>Qualifications</u> Degree in related subject or relevant professional qualification in marketing or communications to Post Graduate Diploma level (eg CIM, IDM, CIPR, PRCA). And/or 10+ years in relevant workplace experience.	<u>Requirements at this level in addition to level 7A:</u> <u>Qualifications</u>	<u>Requirements at this level in addition to level 7A and 7B:</u> <u>Qualifications</u>

			changing council priorities, encouraging people to change behaviour and letting people know about public services. - Build relationships with council Service Managers and other senior stakeholders on their service objectives to set agreed strategic communications strategies and objectives for the year and how these can be achieved. Ensure that service objectives are linked in with corporate objectives to identify work priorities for the team. - Develop and implement comprehensive marketing strategies aligned with the organisation's goals and objectives. These strategies should be well-defined, measurable, and designed to achieve specific outcomes. For example, income generating, behaviour	<u>Knowledge</u> Good knowledge of the structure, responsibilities and policies of local authorities and/or the public sector. Strong understanding of the principles of effective management. Expertise in designing and executing campaigns that aim to change public behaviour, engage and/or increase footfall and revenue. Existing knowledge of data protection and privacy regulations required for marketing, such as GDPR. Familiarity with strategies for engaging and involving the public in decision-making processes, gathering feedback, and promoting resident participation. High-level of understanding of managing budgets. A good understanding of the local area's demographics, cultures, and specific needs, enabling tailored marketing efforts that respect diversity and inclusivity. Starting to demonstrate a knowledge of sustainability and environmental protection initiatives. Understanding of how to collaborate with various departments and external agencies ensuring marketing efforts align with broader council objectives.	<u>Knowledge</u> Developed knowledge of data protection and privacy regulations within marketing, such as GDPR, and the ability to ensure data security and compliance in marketing activities. A working knowledge of government sustainability and environmental protection initiatives, with the ability to promote and communicate these efforts to the public and internal employees. . <u>Experience</u> Strong successful management background across diverse teams.	<u>Knowledge</u> Knowledge of the structure, functions, and operations of a local authority and/or public sector including familiarity with governmental policies, regulations, and compliance requirements. Deep understanding of managing budgets with the ability to manage marketing budgets effectively and transparently. A small level of knowledge of crisis communication strategies specific to the public sector. Expert knowledge of designing and executing campaigns that aim to change public behaviour, engage and/or increase footfall and revenue. Deep understanding of the digital landscape and emerging trends. Understands the key elements of crisis communications and the role of the team in supporting the council response. Knowledge of ethical standards, compliance requirements, and responsible marketing practices.
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			changing, statutory services or about awareness raising. - Ensure effective stakeholder relationships fostering strong relationships with residents, community groups, and other stakeholders. Actively engage in open and transparent communication, gathering valuable feedback and promoting collaboration in the decision-making process. - Ensure excellent working relationships are maintained with all internal council clients we provide marketing services for. - To successfully line manage the Marketing Managers, and Marketing Executives. - Establish KPIs and evaluation methods to assess the effectiveness of marketing campaigns. Provide data-driven insights and reports to inform decision-making, demonstrating	<u>Experience</u> Solid experience in managing a team or individuals to deliver excellent, engaging and effective marketing campaigns. Progressive experience in marketing, including leadership and team management roles. A strong track record of delivering successful and innovative marketing communications projects. Experience working effectively across multiple different marketing channels and target audiences from different backgrounds and with varying interests. Demonstrable experience in matrix and cross boundary working. Cultural sensitivity and the experience to understand and respect diverse communities' demographics, cultures, and specific needs. Experience of working for a local council/unitary authority. Experience dealing with the media. Experience of evaluating the impact of campaigns and reporting back results with lessons learned. <u>Skills</u>	Experience in market research, data analysis, and customer insights. High-level of experience in digital marketing, including SEO, SEM, OOH, social media, and email marketing. Experience of setting and delivering commercial targets, specifically revenue. The ability to adapt to a dynamic public sector environment and respond positively to change. Experience working with and presenting to SMT and Senior Managers. Strong experience in matrix and cross boundary working. Understanding of ethical marketing practices, emphasising transparency, fairness, and responsible conduct. <u>Skills</u> Demonstrates how to achieve best return on investment and deliver more for less for campaign outcomes.	Knowledge on adapting to the dynamic public sector environment and respond positively to change. <u>Experience</u> A minimum of 10 years of progressive experience in marketing, with at least five years in leadership and team management roles. Demonstrates a strong track record of delivering successful and innovative marketing communications projects within the public sector. Extensive developed experience in the creation of strategic marketing plans for team, planning workloads and timetabling to meet corporate and client needs. Experience working effectively across multiple different marketing channels and target audiences from different backgrounds and with varying interests. Experience in market research, data analysis, and customer insights. Extensive experience of working for a local council/unitary authority. Extensive experience presenting to and briefing Cabinet and senior council officers on marketing planning and results. Deputises for the Head of Service in times of absence. <u>Skills</u>
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			the impact of marketing efforts. • Be responsible for the Communications and Marketing Team marketing budgets and ensure all marketing campaigns and jobs are delivered within budget. • Lead the drive within the Marketing Team to generate income for the team where possible from internal and external sources, as well as supporting the drive of our clients to generate more income. • To make effective use of data when planning marketing campaigns to ensure effective reach for our communications. while safeguarding citizen data, complying with data protection and privacy laws and protecting the confidentiality and security of sensitive information, ensuring public trust	Strong leadership and team management skills, including the ability to motivate and inspire a team. Strategic thinking and the ability to develop and execute marketing plans aligned with organisational goals. Excellent written communications skills for a range of media, channels and audiences and provides advice and guidance for writing clearly for target audiences. Strong project management skills, with the ability to manage multiple campaigns simultaneously. Results-driven and goal-oriented, with a focus on achieving measurable outcomes. Adaptable and able to thrive in a fast-paced, dynamic environment. Strong problem-solving skills and the ability to think critically.	Actively encourages ideas from a range of sources and stakeholders to inform thinking. Can demonstrate experience of thoroughly analysing information, and considering alternative solutions, adapting to new ways of working where necessary. Demonstrates good ability to develop excellent working relationships with other senior managers in the council. Demonstrates how they have developed measurable communications activities to support delivery of council priorities. Demonstrate how they have progressed a series of activities within recognised guidelines making frequent decisions without ready access to more senior officers except for advice on policy or resource issues. Can show how they have dealt with very high levels of work-related pressure Can demonstrate how they have taken on considerable direct responsibility for financial resources effectively and creatively.	Demonstrates how they have managed a high performing and motivated team and sought solutions to staff issues in a satisfactory conclusion. Through effective management of staff, has built up confidence and developed team skills to help support the delivery of the council's or employer's vision, values and priorities. Has mastered excellent planning skills throughout the year, ensuring strong coordination with corporate and service objectives and managing the team's portfolio allocation and workloads to meet those demands. Continued strong planning across the team for the rest of the year. Works closely closely with the senior media and internal communications manager and senior graphic designer in planning the project timelines and most effective use of resources for the year. Works effectively with different organisations eg private sector and voluntary groups to support delivery of campaigns. Identifies the implications of council services and political priorities and strategy on communications to ensure communications plans reflect them. Anticipates economic, social and political environment and service developments to keep communications activity relevant and targeted.
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			• Ensure all campaigns and jobs are fully evaluated and lessons incorporated into future marketing work. • Promoting the council’s vision and values, externally and internally, and working to objectives set out in the Council Plan and the team’s wider Communications and Marketing plan. • Prepare papers and reports for relevant committees and internal reporting mechanism as required on time. • Be part of Communications management team and participate in an out-of-hours media rota. • At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.			
DESIGN TEAM						
	Range 5					

Graphic Designer			To deliver first class creative graphic, multimedia, digital and offline design for internal and external clients to enable the council to meet its objectives. To provide design guidance and review to ensure the council's brand and sub-brands are delivered consistently across all media. To liaise with internal and external clients and work as part of a cross-disciplinary project team. Liaise with diverse stakeholders, including council officials, community organisations, members of the public and other relevant groups in a way that promotes the vision and values of the council. To take client briefs and deliver high-quality creative ideas and solutions. Use a wide range of digital tools to maintain an effective workflow to ensure delivery on time and to budget. Follow the council procurement process for print buying and working with design agencies, freelancers and photographers. Support the finance team in ordering collateral and services and checking invoices. To be the council's keeper of and adhere to design guidance of the	Required for this level (in addition to all previous levels, if applicable) <u>Sector Specific framework:</u> <u>Requirements at this level:</u> <u>Qualifications</u> Qualified to degree level (or equivalent) in graphic or multimedia design and / or five years industry experience. Full driving valid for use in the UK and access to own transport for work purposes <u>Knowledge</u> A developing knowledge of the structure, regulations, and policies of the public sector, including knowledge of public procurement, compliance, and ethics. Basic knowledge in data protection laws and regulations relevant to communications, such as GDPR (in Europe) and data privacy laws applicable to the public sector. Good understanding of print production processes across a range of formats from standard document printing to large format exhibition materials and banners. Be responsible for checking print orders and proofs. Basic knowledge of the different marketing platforms available, in order to advise on the most suitable and tailoring the design to meet all channel specifications. Knowledge of typography and colour theories across printed matter and digital formats. Familiarity of website principles and responsive design including UI and UX. Good understanding of accessibility standards and relevant policies and initiatives on and offline. Be knowledgeable of signage types, production processes and materials. Be able to advise clients on the most appropriate signage solutions after auditing a location. Create signage specifications, gather quotations liaising with external contractors and produce print-ready artwork for production. Be knowledgeable about the latest digital trends and tools for social media and other outlets. Use this knowledge to guide the client to the best most effective and cost-efficient solution.	In addition to level 5A <u>Sector Specific framework:</u> <u>Requirements at this level in addition to level 5A:</u> <u>Qualifications</u> Keep up to date with new design and media platforms, software and industry design developments. Have attended industry relevant training courses or self-learning <u>Knowledge</u> A developed knowledge of the structure, role and workings of public sector, including knowledge of public procurement, compliance, and ethics. Good knowledge of more specialist print production techniques and finishes. Be knowledgeable of signage types, production processes and materials and able to advise clients on the most appropriate signage solutions after auditing a location. Understanding and knowledge to work with licensing partners and external organisations. Proficiency in data protection laws and regulations relevant to communications, such as GDPR (in Europe) and data privacy laws applicable to the public sector. Good knowledge of how to design and implement campaigns aimed at changing public behaviour, such as health promotion, environmental conservation, or safety initiatives. <u>Experience</u>	In addition to level 5A and 5B <u>Sector Specific framework:</u> <u>Requirements at this level in addition to level 5A and 5B:</u> <u>Qualifications</u> Continued self-learning <u>Knowledge</u> Deep understanding of the structure, role and workings of public sector. Knowledge of specific government agencies, departments, and their functions. Have in depth knowledge of print production processes, including signage across a range of formats from standard document printing to large format exhibition materials and banners. <u>Experience</u> Extensive proven experience in dealing with internal / external clients, suppliers and creative professional services. <u>Skills</u> Have the skills to evaluate the impact of our design projects and identify strengths, weaknesses, opportunities and respond to these. Be able to create complex signage specifications involving multiple elements and types. Able to commission bespoke or specialist signage where needed. To have expert skills and creativity and specialism in two areas plus additional details below - Video - Provide training to teams across the council on filming, editing and subtitling.
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		council's written and design style across all media. Work closely with the marketing team to maintain a cohesive and unified identity across all campaigns. To be able to act as official photographer and videographer for council events and high-profile moments. To produce excellent videography films for use in all council communications both corporate and service led. Stay abreast of developments in the world of on and offline design and make recommendations to the Communications Team on the potential for new design solutions and communications platforms. To work commercially at all times whilst managing multiple projects and meeting deadlines. To be able to support the council leader and cabinet and senior council officials at official events providing multimedia support where needed. Supply images and support the maintenance of the photo library for both Communications Team, Medway Council and stakeholders. Ensure all images comply with data protection laws and	<u>Experience</u> Five years demonstrable workplace experience of high-quality delivery for graphic design for printed materials filming/editing video content and/or web/digital design <u>Skills</u> Proficient in the use of Adobe Creative Cloud software - predominantly InDesign, Illustrator and Photoshop, appropriate video software and Microsoft Word, Excel, Outlook, Teams. High-level skills within a wide range of digital and print materials including but not limited to advertisements (billboards, website banners) marketing collateral (brochures, leaflets, exhibitions) social media content and website graphics. Able to design creative solutions and ideas to solve a wide range of design briefs to enable our clients to meet their business objectives whether they are revenue generating, behaviour changing or influencing and informing. Willingness to learn and be able to create accessible documents across all council work. Able to follow a brief or storyboard for the delivery of video content including editing, titling and other post-production. Know how to output these to a variety of channels such as social media and video screens in public places. Excellent communication skills and ability to present design concepts to clients or colleagues. Manage from concept to delivery (and installation) creative direction for various high profile council events (of various sizes) for a wide range of audiences. Understands target audience and can identify who they are and what their needs are based on evidence. Able to translate user stories and propose design approaches or services to meet these needs and engages in meaningful interactions and relationships with users. Ability to manage time effectively, planning own workload and setting appropriate objectives, often working under pressure at a fast pace to meet deadlines. To work on a commercial budget to tight budgets but also enabling the department to generate income.	Proven experience in producing excellent design / video solutions for internal / external clients. <u>Skills</u> Be able to produce print-ready artwork for more specialist print production techniques and finishes. Be able to create basic signage specifications and gather quotations liaising with external contractors and arrange installations where needed. Support Senior Designer with assessing / marking applications for print procurement framework. Have the creative skills and specialism in one area: such as branding, creative and corporate design, digital and off-line illustration, video, animation etc. Outlined below - Graphic design 1) Strong creativity to design a brand with multiple assets for use on all print assets and digital channels 2) Excellent typographical skills 3) Ability to learn new techniques for creative solutions Video 1) Able to storyboard and create video content including editing, titling and other post-production. 2) Know how to output video to a variety of channels such as social media and digital screens Animation	Accessibility - Share knowledge across all council staff, including software training. Support the senior designer with building a framework for print, design and photography (as needed) following the council's procurement processes. Able to produce more accomplished illustrations that may involve extensive digital work or using traditional non-digital techniques to meet the client brief. Is able to source and brief external illustrators or other members of the design team to produce illustrations where needed. 4D - be able to set up new users and be confident changing settings in the admin area. Help to train other members of the team on 4d where needed. Make suggestions for any modifications to the software and reports any errors to the senior designer. Developed skills to arrange, brief and art direct a campaign photoshoot with an external photographer. This may involve arranging various locations, models, schedules, props and attending the shoot.
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		regulations, such as GDPR (in Europe) and data privacy laws applicable to the public sector. Active contribution to ensuring that service performance targets are met. Show common courtesy or consideration when encountering members of the public during the course of their duties. At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.	Be able to advise clients on the most appropriate solution to a job, create print specifications/gather quotations and produce print-ready artwork. Learn to use the design teams work database software (4d) to be able to use the basic functions for logging jobs, creating parts, creating print specifications, generating quotes and building estimates, requesting orders. Use the 4d G reference number for organising and archiving design jobs. Reports any problems with the software to the senior designer Able to source and purchase stock illustration from online sources such as Shutterstock and ability to edit to solve design briefs. Ability to advise and support the management of budgets in a public sector environment often with transparency and accountability. To work independently and on own initiative to run projects from initial brief to completion. Willingness to manage Junior designer / apprentice / freelancer to support Senior Designer.	1) Able to storyboard and create animated content including typography, editing, titling and other post-production. Illustration 1) Create bespoke illustrations both digitally and using traditional methods in a wide range of styles and media Accessibility 1) Have a full understanding of accessibility requirements and share knowledge across all council staff Be able to produce design work in other formats such as foreign languages or large format to meet accessibility needs. Be able to suggest/make small text changes to enhance the design/effectiveness of a job Demonstrable ability to adapt to new ways of working where necessary. Demonstrable experience of contributing to change and listening to new ideas. Able to create bespoke illustrative elements to enhance design work. Be able to use more advance features of 4D (current job management system) such as setting up new clients and suppliers, checking for errors, searching the archive. Use skills to show diversity when choosing photos for design work.	
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					Is able to arrange, brief and direct a photoshoot with an external photographer.	
Senior Graphic Designer	Range 7		To lead and manage the work of the council's Multimedia Design team to ensure excellent and efficient direction, development and distribution of high impact graphic and digital design to meet the needs of the team's clients. To be the guardian of the council's corporate brand across all channels of communication on and off line. This post is key to enhancing and maintaining the reputation of the council by creating and delivering a complex range of multimedia, digital and offline creative design for a wide range of internal and external clients to help them meet their business objectives. Liaise with stakeholders in a way that promotes the vision and values of the council. Accountabilities and outcomes: Member of the senior management team of the council's corporate Marketing and Communications Team To line manage the Multimedia Design team and manage the workflow to ensure all	Required for this level (in addition to all previous levels)		
				<u>Sector specific framework:</u>	<u>Sector specific framework:</u>	<u>Sector specific framework:</u>
				<u>Requirements at this level:</u> <u>Qualifications</u> Qualified to degree level (or equivalent) in graphic or multimedia design <u>Knowledge</u> Good knowledge of the structure, responsibilities and policies of local authorities and/or the public sector. Strong understanding of the principles of effective management. At least ten years of knowledge and understanding of principles of excellent design for on and offline delivery. Have an in depth understanding of print production processes across a range of formats from standard document printing to large format exhibition materials and banners. Understands users and can identify who they are and what their needs are based on evidence. Be able to produce print-ready artwork for both digital and litho print and for various formats. Be able to produce designs for signage and produce print-ready artwork for production.	<u>Requirements at this level in addition to level 7A:</u> <u>Qualifications</u> Should have attended industry relevant training courses and / or self-learning <u>Knowledge</u> Have a specialist knowledge of print production techniques and finishes. Excellent knowledge of design for social media and other digital applications. Able to translate user stories and propose design approaches or services to meet these needs and engages in meaningful interactions and relationships with users. Puts users first and can manage competing priorities Understands how the digital economy is changing user behaviour and the government landscape. Is able to make informed decisions based on user needs, available technology and value for money. Has knowledge of the wider digital economy and advances in technology.	<u>Requirements at this level in addition to level 7A and 7B:</u> <u>Qualifications</u> <u>Knowledge</u> Has an in-depth knowledge of the principals of branding, particularly corporate branding. Has an in depth understanding of print production processes across a range of formats from standard document printing to large format exhibition materials and banners. Has knowledge of the wider digital economy and advances in technology, understanding how these impact in a government context. Makes decisions that set the standards for others to follow. Understands working with agility at an organisational level and is able to create the environment for success. Has an in depth knowledge of signage types, production processes and materials. Is able to create complex signage specifications involving multiple elements and types, gather

		work produced meets client briefs. To take client briefs and pitch and deliver first class creative ideas and solutions to internal and external clients. To liaise with internal and external clients and work as part of a cross-disciplinary project team. Take overall responsibility for all on and offline design work produced for all clients, including campaigns, videos, logos, exhibitions, large format (including signage), merchandise, brochures, leaflets and digital graphics. Project manage all design assignments within the Design Team, ensuring all work is produced on time, to budget and to the high council standards. Source and project manage design agencies and freelancers as and when required. To provide design guidance and review to ensure the council's style guide is delivered consistently across all media. Stay abreast of developments in the world of on and offline design and make recommendations to the Communications Team on the potential for new design solutions and communications platforms.	<u>Experience</u> At least five years workplace experience of high-quality delivery of graphic design for printed materials, filming/editing video content and/or web/digital design. Experience working in an integrated communications function in local authority liaising with client managers and other disciplines including media and internal communications. In-depth experience in managing or mentoring design teams and members and project workflows to ensure work is completed on time and to budget managing the expectations of clients throughout the process. Managing budgets, forecasting and ensuring work is budgeted and costed. <u>Skills</u> Proficient in the use of Microsoft Word, Excel, Outlook, Teams Adobe Creative Cloud software - predominantly Indesign, Illustrator and Photoshop or appropriate video software Can drive a team and set the pace, ensuring teams are delivering. Designing creative solutions and ideas to solve a wide range of design briefs to enable our clients to meet their business objectives whether they are revenue generating, behaviour changing or influencing and informing. Visualises, articulates, and solves complex problems and concepts, and makes disciplined decisions based on available information and research evidence. Able to move from analysis to synthesis and/or design intent. Such skills include demonstration of the ability to apply	Be knowledgeable of signage types, production processes and materials. Be able to advise clients on the most appropriate signage solutions after auditing a location. Be able to create basic signage specifications and gather quotations liaising with external contractors and arrange installs where needed. <u>Experience</u> Should have successfully managed Design Team and project workflows. Acts as the de facto owner of council's brand guidelines, ensuring they are adhered to by staff at all times and guiding all staff on their application. Experience of successful brand design and rollout for products and services. Experience working within a management team to effectively plan and delivery against corporate priorities. Can show how they have shared knowledge and inspired team to excel in their roles. Successful working with the council's marketing team to creative effective and creative campaigns using a range of design and delivery techniques to meet corporate and service objectives.	quotations liaising with external contractors and arrange installs where needed. Is able to commission more bespoke or specialist signage where needed. <u>Experience</u> Demonstrates at least five years experience of forward planning team workflows coordinating with team and corporate priorities. Has completed at least one major corporate branding project in the past five years to create and roll out a new brand identity. Can demonstrate how their suggestions of new working methods have saved money. Excellent project management skills in relation to the rollout of new systems or services for the wider communications team. Clear evidence of having built solid relationships with senior council managers to be the face of the Design Team and managed demand and feedback to inform future planning. Deputises for the Head of Service in times of absence. Meets all objectives set at their PDR and demonstrated how they have lived the council values and behaviours <u>Skills</u>
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		Use digital tools to maintain an effective workflow and monitoring to ensure delivery on time and to budget. Manage procurement and ensuring best practise for print buying and managing design agencies, freelancers and photographers. Support the finance team in ordering collateral and services and checking invoices. To be an authorised signatory up to £50k per transaction. To buy print and other items such as merchandise and signage (all communications and marketing collateral) to ensure quality standards are met and value for money obtained. To work commercially at all times. Maintain a portfolio of all artwork/campaigns and all new development to promote achievements. Ensure files are stored and named according to protocols and timesheets are completed effectively. Curate image libraries and video, artwork and branding assets for both Communications Team, Medway Council and stakeholders. Ensure all images comply with the data protection act. Take responsibility for team's design of the council's resident Medway Matters magazine and What's On	logical thinking, gathering and analysing information and evidencing key performance indicators. Manage the delivery of filmed management and animated video content, including editing, titling and other post-production. Know how to output these to a variety of channels such as social media and video screens in public places. Be aware of the importance of showing diversity when choosing photos for design work. Ability to use the most appropriate style and method of communication with people at different levels inside and outside of the organization. Ability to present design concepts to clients or colleagues. Manage from concept to delivery (and installation) creative direction for various high profile council events (of various sizes) for a wide range of audiences. Work within a budget to deliver collateral and to work on a commercial budget to tight budgets but also enabling the department to generate income. Strong user skills. Understands users and can identify who they are and what their needs are based on evidence. Able to translate user stories and propose design approaches or services to meet these needs and engages in meaningful interactions and relationships with users. Ability to manage time effectively, planning own workload and setting appropriate objectives, often working under pressure at a fast pace to meet deadlines. Good understanding of print production processes across a range of formats from standard document printing to large format exhibition materials and banners. Be able to advise clients on the most appropriate solution to a job, create print specifications/gather quotations and produce print-ready artwork. Be responsible for checking print orders and proofs. Be knowledgeable of signage types, production processes and materials. Be able to advise clients on the most appropriate signage solutions after auditing a location. Create signage specifications, gather quotations liaising with external contractors and produce print-ready artwork for production.	s Experience of commissioning procurement frameworks for printing and other design related services and managing their workloads. <u>Skills</u> Share knowledge and inspire team to excel in their roles. Support Design Team with work-based and personal issues. Be able to produce print-ready artwork for more specialist print production techniques and finishes. Excellent management skills, giving clear sense of direction and purpose for self and team Have the ability to inspire and pass on knowledge/train colleagues for personal development. Able to storyboard and manage the delivery of filmed and animated video content, within the Design Team and external videographers Demonstrable experience of thoroughly analysing information, and considering alternative solutions, adapting to new ways of working where necessary. Demonstrable experience of contributing to change and listening to new ideas.	Able to communicate effectively across organisational, technical and political boundaries, understanding the context. Makes complex and technical information and language simple and accessible for non-technical audiences. Able to advocate and communicate what a team does to create trust and authenticity and can respond to challenge, animation etc Works closely closely with the senior media and internal communications manager and senior marketing manager in planning the project timelines and most effective use of resources for the year. Interprets vision to lead on decisions. Creates a continually collaborative environment and sustains a good service. Understands and resolves technical disputes across varying levels of complexity and risk. Manages risk including effectively managing and tracking the mitigation of risks. Manages various dependencies across teams and services. Can write, review and score applications to become an approved printer for the council. Liaise with procurement to make sure print tenders are working effectively. Solve problems with suppliers if and when they arise. Demonstrable ability to analyse and interpret varied and complex information or situations, develops solutions and/or strategies that take more than a year to formulate.
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			insert ensuring fresh, modern design. Active contribution to ensuring that service performance targets are met. At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.	Be knowledgeable about the latest digital trends and tools for social media and other outlets. Use this knowledge to guide the client to the best most effective and cost efficient solution. Learn to use the design teams work database software (4d) to be able to use the basic functions for logging jobs, creating parts, creating print specifications, generating quotes and building estimates, requesting orders. Take, source or commission and manage a wide range of photography, from member portraits, press launches to events/festivals and campaigns. Keep the council photo, video library updated and monitor registrations and make sure photos used comply with the data protection act. Able to source and purchase stock illustration from online sources such as shutterstock and edit to solve design briefs. Can manage busy workloads effectively.	Solves and unblocks issues between teams or departments at the highest level. Demonstrable ability to progress a series of activities within recognised guidelines making frequent decisions without ready access to more senior officers except for advice on policy or resource issues. Excellent understanding of print production processes across a range of formats from standard document printing to large format exhibition materials and banners. Able to create illustrative elements to enhance design work. Is able to arrange, brief and direct a photoshoot with an external photographer.	Demonstrable developed communication skills with the ability to present complex and/or sensitive information in an understandable way, using a variety of methods across a range of audiences. Able to produce more accomplished illustrations that may involve a lot of digital work or using traditional non-digital techniques to meet the client brief. Is able to source and brief external agencies and illustrators to produce work for the council. Is able to arrange, brief and art direct a creative campaign photoshoot with an external photographer. This may involve arranging various locations, models, schedules, props and attending the shoot.
FINANCE						
Finance Officer	Range 4		This is a key role providing a full financial service to the Head of Communications and Marketing. The post holder is responsible for undertaking the full range of financial duties including the management of the financial aspects of a bespoke design software package. This includes budget monitoring and forecasting	Required for this level (in addition to all previous levels) <u>Sector Specific framework:</u> <u>Requirements at this level:</u> <u>Qualifications</u> Educated to A Level or equivalent with GCSE passes in Maths and English.	In addition to level 4A <u>Sector Specific framework:</u> <u>Requirements at this level in addition to level 6A:</u> <u>Qualifications</u> Additional college or further education qualifications in related subjects such as maths together with some demonstrable related work experience desirable.	In addition to levels 4A and 4B <u>Sector Specific framework:</u> <u>Requirements at this level in addition to level 6A and 6B:</u> <u>Qualifications</u> University Degree of other further education qualification in related subject or relevant professional qualification accounting or bookkeeping or working with

			- financial processing - Interrogation of the finance system - Managing and using 4D software - Dealing with customers - Public notices - Ordering of stock	<u>Knowledge</u> Knowledge of the structure, functions, and operations of a local authority and/or public sector. Knowledge of book keeping and/or accounting practices and understanding balance sheets. Understanding of managing budgets. <u>Experience</u> Some experience in a related finance role at a junior level. Experience working with financial control software packages. Working to put together financial plans and budgeting for teams with experience of understanding accounts. Some experience supporting a busy complex team with financial processes. <u>Skills</u> Demonstrable ability to take on direct responsibility for financial resources. Ability to work with excel spreadsheets, input information on budgets and manage budget lines. Demonstrable ability to use analytical skills to interpret complex information and situations. Can come up with solutions to challenges. Good communication skills and ability to communicate important information in understandable way. Demonstrable ability to work within recognised procedures and respond independently to problems. Be able to work under pressure. Excellent word processing skills	<u>Knowledge</u> Experience working with software systems such as 4D for managing time and budgets. Understanding of how council finances work and of council financial protocols including purchase ledger, sales ledger, general ledger and year end and accruals. <u>Experience</u> Minimum two three years working in a local government finance role Experience dealing with a range of clients on finance matters both internal and external. <u>Skills</u> Develop solutions or plans to issues working with the Head of Service. Demonstrates the ability to deal with high levels of work-related	systems as well as demonstrable relevant workplace experience. <u>Knowledge</u> Thorough knowledge of council compliance controls. Knowledge of the structure, functions, and operations of a local authority and/or public sector including familiarity with governmental policies, regulations, and compliance requirements. <u>Experience</u> Minimum five years working in a local government finance role. Broad experience dealing with a wide range of customers solving customer enquiries. <u>Skills</u> Demonstrable ability to use analytical skills to interpret complex information and situations. Undertakes work that requires a range of imaginative solutions and responses and involves application of fresh and innovative thinking.
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					pressure, for example from deadlines, interruptions or conflicting demands, Demonstrable ability to take on direct responsibility for financial resources where the work involves either: (i) accounting for large sums of money (i.e. £50,000 - £100,000 each) in the form of cash, cheques, direct debits or equivalent where care and accuracy are important, or (ii) under supervision of the service manager, be accountable for considerable expenditures (ie £10,000 - £50,000 each) from an agreed budget or equivalent income. Can providing advice and guidance on the operation of established internal policies and procedures in relation to finance.	Demonstrable developed communication skills with the ability to present complex and/or sensitive information in an understandable way, using a variety of methods across a range of audiences. Demonstrable ability to work within recognised procedures and respond independently to problems where there are no recognised procedures and decisions have to be made without access to a manager. D
Senior Media and Internal Communications Manager	Range 7			Required for this level (in addition to all previous levels, if applicable) <u>Sector Specific framework:</u> <u>Requirements at this level:</u> <u>Qualifications</u> Degree and/or professional qualification in media, journalism or public relations (including NCTJ	In addition to level 7A <u>Sector Specific framework:</u> <u>Requirements at this level in addition to level 7A:</u> <u>Qualifications</u>	In addition to levels 7A and 7B <u>Sector Specific framework:</u> <u>Requirements at this level in addition to level 7A and 7B:</u> <u>Qualifications</u> Demonstration of having attended learning and development in the principles of Internal Communications.

				Full driving licence <u>Knowledge</u> Good knowledge of the structure, responsibilities and policies of local authorities and/or the public sector. Strong understanding of the principles of effective management. Good knowledge of media law. Excellent knowledge of local media and proactive channels available. Good knowledge of how to effectively deal with crisis communications to meet the council's legal duty to warn and inform before, during and after an emergency incident. Understanding of the operations of local and general elections and the responsibility of the council and communications within those elections. Solid understanding of the practice of internal communications and how to engage staff in an organisation in the corporate culture, values and behaviours. <u>Experience</u> Solid demonstrable experience of managing a team or individuals to deliver excellent press, media and social media campaigns. Proven track record of working in a busy newsroom (journalism), press office (media handling) or digital newsroom/customer relations environment.	<u>Knowledge</u> Comprehensive understanding of the council's structure, role and responsibilities and policies. Excellent understanding of media law and data protection, and able to advise colleagues within the team and across the organisation. Excellent knowledge of how to leverage wider media opportunities to maximise the council's coverage. Ability to represent the council for media and communications in the event an emergency incident to meet the council's legal duty to warn and inform before, during and after an emergency. Demonstrates a developed understanding of the organisation's different internal audiences. <u>Experience</u> Minimum of two years running a busy press office function. Creating and developing effective PR campaigns at local and national levels with proven good results. Proven track record of working with senior journalists as a key spokesperson for an organisation. Solid experience of providing advice and guidance to senior leadership team and Cabinet members on strategic media approaches and messages on a	<u>Knowledge</u> Demonstrates robust knowledge of the media landscape. Draws on this expertise to develop innovative media strategies. Demonstrates knowledge of media channels and methods available to protect the council's reputation and/or secure proactive opportunities. Deep understanding of the digital landscape and emerging trends. Demonstrates knowledge of how to lead on external and internal communications during a crisis to meet the council's legal duty to warn and inform before, during and after an emergency incident, and uses this experience to help train communications colleagues on the actions required. Indepth understanding of what makes an excellent internal communications function and successful techniques for engaging well with staff particularly through times of change. Uses this knowledge to ensure tone, layering and format of internal communications in easily accessible format for the range of council staff. <u>Experience</u> A minimum of five years running a trusted and reliable press office – for media, stakeholders, senior leadership team and Cabinet – meeting deadlines and protecting the council's reputation. Effectively plans and executes strategic media and reputational campaigns and events linked to high profile and reputational corporate matters. Has developed trusted relationships with senior journalists at a range of local and national media channels. Proactively maximising opportunities to get the council's voice heard with evidence of securing coverage. Consistently maximise the use of the residents' magazine to support the council's vision, values and priorities, securing coverage of a variety of services and meeting different audiences needs and interests. Project manages capably the council's communications responsibilities in the run up to and during local or general election, liaising with other senior officers
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				Proven ability to provide advice and guidance to people at all levels on tactics and messages when dealing with the media on a wide range of issues. Experience of preparing senior members or staff for media interviews, providing advice on handling broadcast and print interviews, providing written briefings and support. Experience of proactively and reactively use of social media in a public relations context. Evaluating local, national and specialist media activity and coverage and adapting approaches to media handling to achieve the best results. Experience in creating high quality content for publications including magazines. Experience working with colleagues across a team to stay abreast of upcoming media matters. Working as part of a communications team in an emergency incident. With the Head of Service undertakes the organisation of all communications activities in the lead up to and during the count and after any election. Experience in planning creating and rolling out effective internal communications campaigns.	range of matters affecting the council. Demonstrates experience of supporting colleagues to provide comprehensive briefings for Cabinet members and senior leadership team prior to media interviews to help protect the council's reputation. Consistent and effective use of social media to demonstrate and support the council's vision, values and priorities. Can show how they have increased public engagement through a variety of social media channels. Demonstrable experience of applying nudge theory or other communication methods to change the tone of voice to achieve the best results in external and internal communications. Experience in leading the production of a high quality residents' magazine, ensuring print deadlines are met. Experience of developing a forward media plan, working closely with senior managers to drive the council's public relations efforts. Demonstrates how to lead communications in an emergency incident, providing vital crisis communications support both externally and internally. Can lead on the running of some of the communications activities in the run up and during a local and general election.	in the run up to and on the night of the count. Extensive experience of directing, creating and running internal communications campaigns with demonstrable results. Deputises for the Head of Service in times of absence.
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				Two years' experience running an internal communications function. <u>Skills</u> • Strong leadership and team management skills, including the ability to motivate and inspire a team. • Proficient in the use of Microsoft Word, Excel and Outlook. • Organised and able to identify proactive media opportunities. • Able to manage heavy workloads and works calmly under pressure, meeting deadlines, by carefully managing your own time as well as that of their team. • Ability to lead, react and make effective communications decisions during an emergency incident. • Excellent written communications skills for a range of media, channels and audiences and provides advice and guidance for writing clearly for target audiences. • Is able to present complex information in an understandable way. • Able to deal confidently with senior council leaders and politicians as well as journalists. • Ability to monitor the effects of decisions,	<u>Skills</u> • Through effective management of team members, gives them confidence and develop their skills to help support the council's vision, values and priorities. • Works closely closely with the senior marketing manager and senior graphic designer in planning the project timelines and most effective use of resources for the year. • Demonstrates mentoring skills leading to the team's proactive thinking and ability to prioritise and seek out proactive opportunities. • Creates and delivers strategic media plans to best represent the council. • Excellent crisis communication skills resulting in effective communications with target audiences whilst using best practice to mentor the team on how best to handle emergency incidents. • Creates and delivers public affairs strategies using a deep understanding of the council's ambitions, messages and issues to effectively communicate and persuade about the council's position and build its reputation. • Ensures organisational infrastructure (tools, channels and processes) is in place to deliver high quality internal communications.
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				taking account of risks and being prepared to take ownership of actions, and modify own and others work practices where necessary.	• Calmly and effectively leads on crisis communications work, providing the link between colleagues and stakeholders/emergency services. • Builds trust with senior council leaders and politicians, as well journalists. • Demonstrates experience of contributing to change and listening to new ideas. • Demonstrate experience of thoroughly analysing information and considering alternative solutions, adapting to new ways of working, where necessary. • Demonstrates the ability to deal calmly and effectively with heavy workloads and pressing deadlines. Can manage budgets effectively ensuring value for money in all activities.	
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