

Job Title	Range ¹	Development Route	Duties	Level A (Developing)	Level B (Practising)	Level C (Accomplished)
Internal Communications Executive	Range 3		<p>The Internal Communications Executive supports the Internal Communications Officer with delivering the council's corporate internal communications function, ensuring all council colleagues are kept informed and understand key corporate information.</p> <p>The internal communications function is responsible for developing engaging corporate communications that speaks to the wide variety of council staff. The team sits within the council's wider Communications and Marketing department, and works very closely with the Press Office, liaises with graphic designers and supports the promotion of marketing campaigns internally.</p> <p>The Internal Communications Executive has access to a variety of methods and channels to reach staff working in a range of roles and locations, from writing engaging copy for the council's intranet, e-newsletters and scripts for videos. They will also support the Internal Communications Officer with filming opportunities, as well as editing and publishing footage.</p> <p>The council's internal communications function helps</p>	Salary: £25,752	Salary: £28,242	Salary: £30,732
				Required for this level	In addition to level 4A	In addition to levels 4A and 4B
				<p>Qualifications</p> <p>Educated to GCSE level or equivalent with minimum grade equivalent to C in English and Maths</p> <p>Knowledge</p> <ul style="list-style-type: none"> Understanding of the structure and responsibilities of local government. Awareness of the role of a communications team in a large organisation. Awareness of the different types of communication channels. <p>Experience</p> <ul style="list-style-type: none"> Experience of working with the MS suite i.e. Word, Excel, PowerPoint. Experience of using writing and communication skills to present information clearly and concisely. 	<p>Qualifications</p> <p>n/a</p> <p>Knowledge</p> <ul style="list-style-type: none"> Awareness of public sector policies and practices in the context of the role/team. Developed knowledge of internal communications methods. Attend online webinars in relation to internal communications. Stay up to date on best practice for internal communications across public sector. Knowledge and understanding of engagement metrics and analysis to use data to improve communications. <p>Experience</p> <ul style="list-style-type: none"> Understanding and experience of the methods available to deliver successful internal communications campaign. Played a key role in an internal communications team delivering campaigns and supporting events. Experience of video and imaging editing using relevant software packages. 	<p>Qualifications</p> <p>Completion of relevant courses to increase knowledge and continue professional development in internal communications.</p> <p>Knowledge</p> <ul style="list-style-type: none"> Understanding how to align internal messaging with the priorities of the organisation. Developed knowledge of working with different content formats (emails, newsletters, intranet posts, videos), recognising the benefits and limitations of these formats to produce effective communications. <p>Experience</p> <ul style="list-style-type: none"> Demonstrate developed communication skills through experience in the role, including excellent writing skills both for a variety of communications channels and methods. Contribution to the analysis of internal communication methods

¹ Salaries accurate as of financial year 2024/25

			<p>promotes the council’s vision and priorities, this includes the One Medway Council Plan and People Promise, as well as embedding the organisation’s values and behaviours.</p> <p>The Internal Communications Executive supports the Internal Communications Officer with the implementation of effective internal communications plans in a timely, efficient and appropriate manner. They support with work to research and develop new ideas to support the needs of the organisation as working practices shift to becoming more agile, flexible and dispersed.</p>	<p><u>Skills</u></p> <ul style="list-style-type: none"> • Full driving valid for use in the UK and access to own transport for work purposes. • Demonstrates effective manual dexterity, coordination, and sensory abilities to drive and perform computer-based tasks throughout the workday. • Proficient in the use of Microsoft Word, Excel and Outlook. • IT literate with the ability to adapt and learn other software packages as required. 	<ul style="list-style-type: none"> • Experience of using the organisation’s internal communications methods, including publishing tools, such as Gov Delivery and MedSpace <p><u>Skills</u></p> <ul style="list-style-type: none"> • Ability to use a variety of tools and systems to benefit internal communications assignments • Solid grammar and writing skills and ability to change the tone depending on the messaging and audience. • Developed skills to understand what is required within recognised procedures to work towards responding independently to problems, currently with managerial support. • Skills to assess the council’s processes and implement required improvements in order to increase the reach and engagement of staff communications 	<p>and apply experience to make positive changes.</p> <ul style="list-style-type: none"> • Proficient in providing accurate and timely internal communication messages. • Experience of working independently and at a consistent standard using a full variety of internal communications methods. • Consistently produces accurate and varied internal communications within set timescales. • Supporting coordination and collaboration with other council departments. <p><u>Skills</u></p> <ul style="list-style-type: none"> • Consistently and accurately using communication methods to reach audiences with internal communication messaging. • Consistently using excellent grammar and writing skills to produce clear, concise and engaging writing. • Consistently produces accurate and varied internal communications within set timescales. • The ability to independently manage workload and responsibilities to meet conflicting deadlines • 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 use analytical skills to interpret complex information or situations and to solve varied problems or develop solutions or plans over the short term, and to make improvements. • Demonstrable ability to be creative and think innovatively to get the message across to the necessary audiences.
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						<ul style="list-style-type: none"> Demonstrable ability to work and respond independently to problems where there are no recognised procedures and decisions have to be made without access to a manager
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Job Title	Range ²	Development Route	Duties	Level A (Developing)	Level B (Practising)	Level C (Accomplished)
Press Officer	Range 5	Qualification Minimum two years' experience of working 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	<p>The Press Officer is key to running the council's 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, locally, nationally and internationally.</p> <p>The Press Officer is responsible for protecting the council's reputation, responding to and facilitating interview requests, and providing professional advice to Cabinet and senior management.</p> <p>This role is part of an out-of-hours emergency media service, and helps cover Medway Full Council and Cabinet evening meetings</p>	Salary: £35,935	Salary: £38,775	Salary: £41,614
				Required for this level (in addition to all previous levels)	In addition to level 5A	In addition to levels 5A and 5B
				<p>Qualifications</p> <ul style="list-style-type: none"> Degree or qualification in journalism or public relations (e.g. NCTJ qualifications, related degree or suitable alternative) /or suitable alternative) <p>Knowledge</p> <ul style="list-style-type: none"> A deep understanding of media law and how it can be used to address sensitive 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 	<p>Qualifications</p> <ul style="list-style-type: none"> Continued self-learning including courses/work based learning to benefit the organisation <p>Knowledge</p> <ul style="list-style-type: none"> A good knowledge of the structure, responsibilities and policies of the public sector to assist when protecting the reputation of an organisation A developing understanding of corporate communications channels used for internal and external purposes A good knowledge of best practice in targeting specific media contacts A developing understanding of and ability to effectively support the team with communications to deal with a crisis / unexpected incident (meeting the council's legal duty to warn and inform before, during and after an emergency incident) <p>Experience</p>	<p>Qualifications</p> <p>Knowledge</p> <ul style="list-style-type: none"> An extensive 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 solid understanding of how to provide a leading communications role to respond to a crisis / unexpected incident (meeting the council's legal duty to warn and inform before, during and after an emergency incident)

² Salaries accurate as of financial year 2024/25

				<p><u>Experience</u></p> <ul style="list-style-type: none"> • Minimum two years experience of working 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 • Developing experience of supervising, co-ordinating or training other employees where required <p><u>Skills</u></p> <ul style="list-style-type: none"> • Full driving license valid for use in the UK and access to own transport for work purposes • Ability to produce the very best coverage whether resulting from conversation or copywriting 	<ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> ○ 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 of creating multi-media content, including filming and editing video for use on corporate social media channels • 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 • Experience of having a valuable input to the workstream of Communications and Marketing, including with projects and campaigns • Experienced at using internal systems, such as the media system to manage media enquiries and issue media releases • Experience of consistently updating the media grid <p><u>Skills</u></p> <ul style="list-style-type: none"> • Consistently produce high-quality and engaging copy across a variety of communications methods and styles, including social media • Able to write copy for Medway Matters magazine and meet deadlines. • Able to consistently juggle priorities and meet deadlines, including 	<p><u>Experience</u></p> <ul style="list-style-type: none"> • Four years' experience working in a busy press office • Consistently leading 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 • Excellent experience of providing effective input to support projects and campaigns across internal and external communications using writing skills and media knowledge • Excellent experience of how to write successful media plans, feeding into overarching marketing strategies <p><u>Skills</u></p> <ul style="list-style-type: none"> • Excellent prioritising skills to juggle press office priorities including supporting the Junior Press Officer with their workload. • Confidence to work independently on complex media matters, including reputational enquiries and crisis incidents
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				<ul style="list-style-type: none"> Ability to work independently whilst adhering to press office processes Deals successfully with unexpected problems or situations Apply an analytical approach to tasks and be able to interpret complex work using creativity to create successful solutions Be able to proactively plan your work ahead of time and feed into the wider work of the team to meet deadlines 	<p>responding quickly to attend and facilitate in-person media interviews</p> <ul style="list-style-type: none"> Ability to secure varied coverage across a variety of media platforms – TV, print, online, radio Excellent initiative, e.g. ability to stand in for absent colleagues including to facilitate filming, writing requests Ability to challenge the media where inaccurate information or unfair reporting is identified Be able to proactively and effectively support on complex media matters, including reputational enquiries and crisis incidents Developing people and media relation skills, supporting on briefing events 	<ul style="list-style-type: none"> 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
Internal Communications Officer	Range 5			Salary: £35,935	Salary: £38,775	Salary: £41,614
		Qualification or advanced knowledge of internal communications methods Two years' experience in a communications related role	<p>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</p> <p>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</p> <p>The Internal Communications Officer is the main point of contact with the Leader and Chief Executive, as well as senior management, on key updates and priorities which need to be communications</p>	<p>Required for this level (in addition to all previous levels)</p> <p>Qualifications</p> <ul style="list-style-type: none"> Degree or professional qualification in communications/media/marketing OR advanced knowledge of internal communications methods <p>Knowledge</p> <ul style="list-style-type: none"> A good knowledge of internal communications methods, including an understanding of the structure, responsibilities and policies of the public sector Understanding of the methods available to deliver successful internal communications campaign <p>Experience</p> <ul style="list-style-type: none"> Two years' experience in a communications related role 	<p>In addition to level 5A</p> <p>Qualifications</p> <ul style="list-style-type: none"> Continued self-learning in internal communications including courses/work based learning to benefit the organisation <p>Knowledge</p> <ul style="list-style-type: none"> A developed knowledge of the structure, responsibilities and policies of the public sector A developed knowledge of the variety of internal communications methods available and how they reach different audiences <p>Experience</p> <ul style="list-style-type: none"> Two years' experience of working in an internal communications team delivering campaigns and supporting events 	<p>In addition to levels 5A and 5B</p> <p>Qualifications</p> <p>Knowledge</p> <ul style="list-style-type: none"> An excellent knowledge of internal communications methods to improve the council's own practices <p>Experience</p> <ul style="list-style-type: none"> Four years' experience working in internal communications Excellent experience at creating and delivering detailed internal communications/ campaign plans

			internally, using a variety of methods and channels to reach staff working in a range of roles and locations	<p>Skills</p> <ul style="list-style-type: none"> IT literate and good knowledge of the MS suite i.e. Word, Excel, PowerPoint and other packages including a willingness to learn other databases and systems Good grammar and writing skills both for off and online content Developing video and imaging editing skills Ability 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 Ability to prioritise work effectively within a pressurised environment 	<ul style="list-style-type: none"> Experience of using the organisation's internal communications methods, including publishing tools, such as Gov Delivery and MedSpace Excellent experience at maintaining an internal communications grid to stay on top of upcoming opportunities <p>Skills</p> <ul style="list-style-type: none"> Excellent grammar and writing skills and ability to change the tone depending on the messaging and audience Strong video and imaging editing skills Ability to analyse own work to make improvements based on feedback from the audience 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 Ability to juggle high-pressured tasks with conflicting deadlines, largely independently 	<ul style="list-style-type: none"> Experience of recommending/using additional tools to assist with internal communications practices or the promotion of internal communication messages Excellent track record of providing accurate and timely internal communication messages <p>Skills</p> <ul style="list-style-type: none"> Can consistently and accurately use communication methods to reach audiences with internal communication messaging Able to liaise with senior management, building trust to meet internal communications needs Successfully work independently and make quick or difficult decisions without managerial intervention, explaining the reasoning for the decision to influence the outcome
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Job Title	Range ³	Development Route	Duties	Level A (Developing)	Level B (Practising)	Level C (Accomplished)
Digital Communications and Engagement Officer	Range 5		<ul style="list-style-type: none"> The Digital Communications and Engagement Officer is a creative role with the responsibility of the development and management of Medway Council's social media platforms and digital communications channels. This role has an overarching responsibility of all corporate social media channels, working within the Communications and Marketing department, as well as provides a leading role in developing and managing our digital channels. 	Salary: £35,935	Salary: £38,775	Salary: £41,614
				Required for this level	In addition to level 4A	In addition to levels 4A and 4B
				<p>Qualifications</p> <ul style="list-style-type: none"> A relevant degree/qualification – for example in digital media and communications, digital marketing and social media or multi-media journalism. <p>Knowledge</p>	<p>Qualifications</p> <ul style="list-style-type: none"> n/a <p>Knowledge</p>	<p>Qualifications</p> <ul style="list-style-type: none"> n/a <p>Knowledge</p>

³ Salaries accurate as of financial year 2024/25

			<ul style="list-style-type: none"> Through careful planning, in support of the council's vision and priorities, they will develop and implement corporate social media and digital strategies, and help develop the council's social media and digital profile and reach. This role works particularly closely with the Press Office to support with proactive and reactive communications. They have excellent writing skills and can produce engaging copy across multiple channels – for both proactive and reactive purposes, as well as in support of a range of services. They work well under pressure and can work independently, with the ability to produce quick and accurate informative and engaging copy and content. The Digital Communications and Engagement Officer will research topics and write scripts, as well as film, edit and publish video interviews and promotional content across a variety of social media and digital platforms. The Digital Communications and Engagement Officer also provides a social media listening role and leads on responding to public queries made through social media. They are responsible for developing and implementing corporate social media and digital strategies, as well as analysing results, to support the priorities and vision of the council 	<ul style="list-style-type: none"> Understanding of local government structures, responsibilities, and policies. Expertise in leveraging social media and digital platforms to target specific audiences. Knowledge in creating engaging, multimedia content across various digital channels. Proficient in using scheduling tools and systems for social and digital media. Competent in applying analytics and intelligence to optimise digital performance. Familiar with the operations of a communications team or news desk. Developed knowledge to write scripts for multimedia content. Capable of developing social media and digital plans for proactive communications. Clear understanding of what drives engagement across multiple platforms. Knowledge of the council's legal duty to warn and inform before, during and after an emergency incident. Awareness of GDPR and its implications for communications <p>Experience</p> <ul style="list-style-type: none"> Customer-facing experience, including responding to queries via social media. Experience in using social and digital media scheduling tools and systems. Proven experience of delivering outcomes in fast-paced environments such as newsrooms, press offices, communications teams, or client-facing agencies. 	<ul style="list-style-type: none"> Developed knowledge of public sector structures, responsibilities, and policies. Knowledge of best practices for growing and retaining audiences on social media and digital platforms. Demonstrates the knowledge to effectively respond to social media queries and managing reactive communications. Developed understanding of strategic approaches to developing social media and digital communication plans. Awareness of key performance indicators (KPIs) and analytics tools for measuring digital campaign success. Understanding of crisis communication principles and the legal obligations of local authorities to warn and inform during emergencies. Knowledge of protocols for managing communications before, during, and after emergency incidents in relation to the team. Awareness of the role and benefits of digital technologies in promotional and marketing activities. Understanding of legal restrictions on communications, including pre-election (purdah) regulations. Council Value and Behaviours One Medway Council Plan Developed knowledge of EDI in respect of the role and team. Knowledgeable in internal procedures that impact health and wellbeing, with a focus on responsible communication. <p>Experience</p> <ul style="list-style-type: none"> Over 18 months' experience in a Communications or newsroom environment. Experienced in creating and editing multimedia content (video, graphics, photography) for both proactive and reactive communications across digital platforms. Proficient in analysing campaign performance data to evaluate impact and inform future strategies. 	<ul style="list-style-type: none"> Excellent understanding of public sector structures, responsibilities, and policies. In-depth knowledge of social media and digital trends, consistently applied to grow reach and engagement. Advanced knowledge of developing and executing effective social media and digital communication plans, with proven results through analytics. Advanced understanding of writing styles, tone of voice, and adapting language for different spokespeople and audiences. Advanced knowledge of crisis communications, including legal responsibilities to warn and inform during emergencies, and supporting the Press Office effectively. Up-to-date knowledge of emerging digital platforms and their application in both proactive and reactive communications. Familiar with best practices for using internal and external corporate communication channels. Developed knowledge in relation to legal restrictions on communications, including purdah, with the ability to advise others confidently <p>Experience</p> <ul style="list-style-type: none"> Experienced in advising colleagues on managing reactive social media enquiries and maintaining public trust. Effectively applies social media and digital expertise to support communications priorities and organisational vision. Proven success in creating timely, high-impact multimedia content—both proactive and reactive—including during crises
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				<ul style="list-style-type: none"> • Demonstrated ability to apply specialist knowledge to deliver practical solutions. • Experience of using strong organisational skills to manage competing priorities and meet tight deadlines under pressure. • Experience creating both proactive and reactive multimedia content in a public relations context. • Skilled in producing diverse content formats (e.g. video, graphics) across multiple digital platforms. • Experienced in scripting video interviews, including research and time-sensitive writing. • Contributed to communications plans with creative multimedia content ideas. • Skilled in planning and scheduling digital content using analytics and tracking tools such as Google Analytics, Tag Manager, Search Console, Looker Studio, and Meta Events Manager. • Proficient in video and audio editing software. • Experienced in writing and proofreading accurate, engaging copy. <p><u>Skills</u></p> <ul style="list-style-type: none"> • Full UK driving licence with access to own transport for work purposes. • Proficient in Microsoft Word, Excel, Outlook, and experienced with CMS and/or digital systems. 	<ul style="list-style-type: none"> • Developed and implemented social media and digital communication plans, guiding colleagues and aligning with organisational goals. • Advised colleagues on best use of scheduling tools, analytics, and tracking platforms including Google Analytics, Tag Manager, Search Console, Looker Studio, and Meta Events Manager. • Delivered training on video/audio editing software and digital tools to colleagues. • Supported the Press Office and wider Communications team with proactive communications, including writing press releases and newsletters, as well as proofing publications such as Medway Matters. • Provided media interview support to senior staff, including briefings and advice on broadcast handling. • Applied emerging social media and digital trends to enhance communications workstreams. • Broad experience across marketing, digital communications, campaign planning, evaluation, and content production. • Independently managed both reactive and proactive media tasks, including public queries and deadline-driven content. • Analysed multimedia content to recommend improvements and apply best practices. • Demonstrated initiative and sound judgement in day-to-day decision-making with minimal supervision. • Consistently supported the wider Communications and Marketing team across projects and campaigns. • Applied social listening techniques to inform strategy and improve outcomes <p><u>Skills</u></p> <ul style="list-style-type: none"> • Proficient in managing and creating content for a range of social media and digital platforms to drive engagement and support campaigns. 	<p>and emergencies and public queries.</p> <ul style="list-style-type: none"> • Uses initiative to produce content aligned with key messages and tone of voice, supporting strategic priorities. • Experience of writing engaging scripts for a range of colleagues, including testing new trends and formats. • Developed and implemented detailed social media and digital communication plans across diverse services and topics. • Experience introducing new platforms and trends to support council objectives. • Experienced in researching and drafting effective responses to social media queries and supporting media work with scripts. • Successfully implemented high-quality content that has contributed to the growth of Medway's digital platforms. • Uses social media effectively to deliver urgent service updates and emergency communications. • Provides professional advice to senior staff to safeguard the council's reputation. • Demonstrates sound judgement and independence in managing social media decisions and activity <p><u>Skills</u></p> <ul style="list-style-type: none"> • Effectively manages competing priorities and deadlines across reactive and proactive workstreams, while providing
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				<ul style="list-style-type: none"> • Skilled in writing compelling copy with excellent grammar. • Ability to adapt writing to various formats and audiences, with proven results. • Skilled in scripting for video interviews and producing diverse content. • Strong independent working ability, including confident decision-making outside of set procedures. • Ability to effectively implement problem solving strategies and to manage unexpected situations. • Strong analytical skills; able to interpret complex information and develop medium-term solutions with creativity and innovation. • Ability to generate impactful content ideas for both proactive and reactive communications. • Capable of delivering training (e.g. social media) to colleagues. • Multimedia skills including filming, editing, and content production. • Professional and approachable; communicates clearly and respectfully. • Builds trusted relationships with senior leadership and Cabinet, offering strategic communications advice. • Balances service-oriented approach with independent, credible media guidance. • Developed video and audio editing skills; proficient in Canva and Adobe Creative Cloud (InDesign, Premiere Pro, After Effects, Photoshop, Lightroom, Illustrator). • Strong visual sense for photography and filming locations. • Highly organised, creative, and proactive. • Developed communication and campaign messaging skills. • Ability to use research and analytics to enhance digital and social media campaigns. 	<ul style="list-style-type: none"> • Strong planning, content development, and organisational skills; consistently meets deadlines and adapts quickly to changing priorities. • Demonstrates the ability to write high-quality scripts and produce engaging multimedia content, including video interviews. • Skilled in interpreting digital performance data to inform strategy and improve outcomes. • Confident working independently, making informed decisions within and beyond established procedures. • Proven ability to analyse complex information to protect and enhance organisational reputation. • Demonstrated the ability to deliver consistently high engagement and reach across digital channels. • Ability to train colleagues and support team operations, for example standing in for absent colleagues to facilitate requests from content creation to writing copy. • Ability to advise senior leadership and Cabinet on communications strategy and messaging. • Able to identify and address misinformation on social media effectively. • Capable of presenting complex or sensitive information clearly to diverse audiences. 	<p>timely support to the Press Office and wider department.</p> <ul style="list-style-type: none"> • Demonstrates a strong track record of working autonomously, making sound decisions, and delivering successful outcomes without supervision. • Ability to develop and implement social media and digital communication plans that align with broader organisational strategies. • Skilled in handling sensitive matters and responding to short-notice media requests with well-prepared scripts, helping to protect and enhance the council's reputation. • The ability to interpret complex information to support colleagues and inform communications, while regularly reviewing past performance and emerging trends to recommend improvements. • Actively supports team development by sharing expertise and helping colleagues improve their digital and social media capabilities. • Committed to learning, adapting, and implementing best practices to enhance communications effectiveness and team performance
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Senior Media and Internal Communications Manager	Range 7	Qualification Solid demonstrable experience of managing a team of individuals to deliver excellent press, media and social media campaigns	<p>Responsibility for the management of the council's media relations team to ensure timely and effective communications with different media channels to promote, and explain the work of the council and protect its reputation. As part of this ensure the provision of professional media- related advice and guidance to senior councillors and officers.</p> <p>The role is responsible for overseeing the council's communications response to meet its legal duty (under the Civil Contingencies Act 2004) to warn and inform the public before, during and after emergencies.</p> <p>The role is also responsible for the creation and delivery of an effective internal communications strategy to drive staff engagement as part of the Medway Council community. This includes ensuring all council staff are kept up to date with council developments and have the opportunity to have their say on matters that are important to them.</p>	Salary: £48,216	Salary: £50,588	Salary: £52,959
				Required for this level (in addition to all previous levels)	In addition to level 7A	In addition to levels 7A and 7B
				<p>Qualifications</p> <ul style="list-style-type: none"> • Degree and/or professional qualification in media, journalism or public relations (including NCTJ) <p>Knowledge</p> <ul style="list-style-type: none"> • Good knowledge of the structure, responsibilities and policies of local authorities and/or the public sector • Strong understanding of the principles of effective management • A comprehensive knowledge of media law. • Excellent knowledge of local media and proactive channels available • Good understanding of the digital landscape and emerging trends • 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 <p>Experience</p>	<p>Qualifications</p> <p>Knowledge</p> <ul style="list-style-type: none"> • Developed knowledge of the media landscape • 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 • A developed understanding of the organisation's different internal audiences <p>Experience</p>	<p>Qualifications</p> <ul style="list-style-type: none"> • Demonstration of having obtained continued learning and development in the principles of Internal Communications <p>Knowledge</p> <ul style="list-style-type: none"> • Robust knowledge of the media landscape. Draws on this expertise to develop innovative media strategies • 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 • Expert 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 • In depth understanding of what makes an excellent internal communications function and successful techniques for engaging well with staff particularly through times of change <p>Experience</p>

				<ul style="list-style-type: none"> • Solid demonstrable experience of managing a team of individuals to deliver excellent press, media and social media campaigns • Experience in planning creating and rolling out effective internal communications campaigns • Proven track record of working in a busy newsroom (journalism), press office (media handling) or digital newsroom/customer relations environment • Experience of preparing a variety of stakeholders 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 • Experience of working as part of a communications team in an emergency incident <p><u>Skills</u></p> <ul style="list-style-type: none"> • Full driving license • Strong leadership and team management skills, including the ability to motivate and inspire a team • Excellent written communications skills for a range of media, channels and audiences, providing advice and guidance for writing clearly for target audiences 	<ul style="list-style-type: none"> • Minimum of two years running a busy press office function • Two years' experience running an internal communications function. • Experience of 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 • 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 • Can lead on the running of some of the communications activities in the run up and during a local and general election <p><u>Skills</u></p> <ul style="list-style-type: none"> • 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 • Proven strong management and mentoring skills – demonstrates consistently the management of staff, helping them plan their workload and 	<ul style="list-style-type: none"> • 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 • Has effectively planned and executed 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 maximised opportunities to get the council's voice heard with evidence of securing coverage. • Consistently maximised 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. • Experience of capably project managing the council's communications responsibilities in the run up to and during local or general election • Extensive experience of directing, creating and running internal communications campaigns with demonstrable results • Experience of deputising for the Head of Service in times of absence <p><u>Skills</u></p> <ul style="list-style-type: none"> • Ability to collaborate with the senior marketing manager and senior graphic designer to plan project timelines and most effective use of resources for the year • Developed mentoring skills to enhance the team's proactive thinking and ability to prioritise and seek out proactive opportunities
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				<ul style="list-style-type: none"> Excellent in the use of Microsoft Word, Excel and Outlook Able to work calmly under pressure, managing heavy workloads, prioritising individual and team work to meet deadlines Is able to present complex information in an understandable way Able to deal confidently with senior council leaders and politicians as well as journalists 	<p>setting appropriate objectives and deadlines</p> <ul style="list-style-type: none"> Can calmly and effectively lead on crisis communications work, providing the link between colleagues and stakeholders/emergency services Can manage budgets effectively ensuring value for money in all activities 	<ul style="list-style-type: none"> Ability to create and deliver 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
Job Title	Range ⁴	Development Route	Duties	Level A (Developing)	Level B (Practising)	Level C (Accomplished)
Marketing Executive	Range 3	A Level passes Entry level experience of marketing techniques, social media use	<p>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, liaising with internal and external clients and stakeholders.</p> <p>Supporting the Marketing and Communications Managers in delivering activities for corporate and service marketing campaigns. Being responsible for the timely and accurate publication of public notices to fulfil a statutory requirement. With direction, write content for target audiences via a number of digital communications channels including emails and the council's quarterly magazine, Medway Matters</p>	<p>Salary: £24,525</p> <p>Required for this level (in addition to all previous levels, if applicable)</p> <p>Qualifications</p> <ul style="list-style-type: none"> Obtained at least 3 A Levels or equivalent and/or completed or working towards a relevant undergraduate qualification <p>Knowledge</p> <ul style="list-style-type: none"> 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 	<p>Salary: £26,897</p> <p>In addition to level 3A</p> <p>Qualifications</p> <ul style="list-style-type: none"> Working towards a marketing undergraduate or relevant undergraduate degree, and /or obtaining relevant experience within a marketing team <p>Knowledge</p> <ul style="list-style-type: none"> Basic understanding of GDPR within marketing and starting to challenge others where needed e.g. photo consent forms. A developed understanding of different social media channels and a need to learn how to analyse the result 	<p>Salary: £29,268</p> <p>In addition to levels 3A and 3B</p> <p>Qualifications</p> <ul style="list-style-type: none"> Marketing undergraduate or relevant undergraduate degree, or CIM qualification. And/or 2+ years relevant experience within a marketing team <p>Knowledge</p> <ul style="list-style-type: none"> A developed knowledge of the organisation's ways of working A basic understanding of government policies and initiatives An introductory understanding of marketing budgets and how they are allocated and best spent

⁴ Salaries accurate as of financial year 2024/25

			<p>Responsible for the timely and accurate publication of public notices. 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.</p> <p>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</p>	<p>print and OOH to create successful campaigns</p> <p>Experience</p> <ul style="list-style-type: none"> • entry-level experience of using social media channels • entry-level experience of digital communications and how to apply them to promotional work • entry-level experience of marketing techniques and when to utilise which methods <p>Skills</p> <ul style="list-style-type: none"> • 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, to present varied information in an understandable way to a range of audiences including other staff and customers • Good copywriting skills for printed, media and online materials • Ability to prioritise and handle multiple jobs simultaneously while assisting the marketing team and doing own jobs 	<ul style="list-style-type: none"> • A basic knowledge of the whole organisation's ways of working • Developing knowledge of technology systems such as Gov Delivery, Google analytics and Orlo <p>Experience</p> <ul style="list-style-type: none"> • At least one year of relevant working experience within a marketing team • 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 • Experience of 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 <p>Skills</p> <ul style="list-style-type: none"> • Successfully engaging copywriting skills for off and online media • Innovative generator of ideas to help reach target audiences to meet campaign objectives • Developing digital media skills • Ability to work independently 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 	<ul style="list-style-type: none"> • 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 <p>Experience</p> <ul style="list-style-type: none"> • Starting to gain experience of using research and evidence to underpin communications activities • Developed experience of successful client / account and stakeholder management • Good level of experience of writing for different audiences such as families, younger, older, vulnerable etc <p>Skills</p> <ul style="list-style-type: none"> • 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
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						from deadlines, interruptions or conflicting demands <ul style="list-style-type: none"> • Demonstratable ability to work within an agreed budget
Marketing Manager	Range 6	Qualification 5+ years' relevant experience within a marketing team	To lead on the management of a portfolio of internal and external client relationships. 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. 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 Manage and mentor junior members of staff	Salary: £42,139	Salary: £44,915	Salary: £47,691
				Required for this level (in addition to all previous levels)	In addition to level 6A	In addition to levels 6A and 6B
				<u>Qualifications</u> <ul style="list-style-type: none"> • Marketing undergraduate or relevant undergraduate degree, or CIM qualification. And/or 5+ years relevant experience within a marketing team <u>Knowledge</u> <ul style="list-style-type: none"> • 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 	<u>Qualifications</u> <ul style="list-style-type: none"> • Relevant professional qualification in marketing or communications to diploma level (e.g. CIM, IDM, CIPR, PRCA) and/or degree. Or 8+ years relevant workplace experience <u>Knowledge</u> <ul style="list-style-type: none"> • 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 	<u>Qualifications</u> <ul style="list-style-type: none"> • 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. In addition knowledge of government communication strategies, including public relations, press releases, public statements, and public information campaigns • An understanding of the political landscape and its influence on decision-making • 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

				<p>responsible marketing practices in the public sector</p> <ul style="list-style-type: none"> • 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 <p><u>Experience</u></p> <ul style="list-style-type: none"> • 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 • 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 • Experience of pro-actively contributing to change and listening to new ideas • Experience of writing detailed communication plans and strategies <p><u>Skills</u></p> <ul style="list-style-type: none"> • Proficient in the use of Microsoft Word, Excel and Outlook and use 	<p>consider public safety, trust, and transparency</p> <ul style="list-style-type: none"> • Knowledge of various strategies for involving the community in decision-making processes, feedback collection, and public consultations <p><u>Experience</u></p> <ul style="list-style-type: none"> • 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 • Experience of writing detailed wider communication plans and strategies, including media and other public affairs activities <p><u>Skills</u></p> <ul style="list-style-type: none"> • Developed skills to deal with high levels of work-related pressure, for 	<p>consider public safety, trust, and transparency</p> <ul style="list-style-type: none"> • Knowledge of various strategies for involving the community in decision-making processes, feedback collection, and public consultations <p><u>Experience</u></p> <ul style="list-style-type: none"> • 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 and external stakeholders, talking through marketing plans for major campaigns in their portfolios, providing briefings and feedback on campaign • 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 • Experience in managing, developing and/or mentoring junior members of staff <p><u>Skills</u></p> <ul style="list-style-type: none"> • Demonstratable ability to thoroughly analyse information,
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				<p>of all types of social media (e.g. Facebook, X, Instagram, etc.)</p> <ul style="list-style-type: none"> • Excellent communication skills, with the ability to present complex/sensitive information in an understandable way • 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 • Enhanced skills to deal with high levels of work-related pressure, for example from deadlines, interruptions or conflicting demands • Ability to work independently where required • Ability to draw on variety of skill sets e.g. historical, current, and future trends within the digital content and social media space • 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 	<p>example from deadlines, interruptions or conflicting demands</p> <ul style="list-style-type: none"> • Starting to successfully manage various group dynamics • Ability to manage large-scale (above £10k) marketing budgets in a public sector environment, often with a focus on transparency and accountability • Ability to work closely with the media team, including briefing on PR opportunities, service issues 	<p>and considering alternative solutions, adapting to new ways of working where necessary</p> <ul style="list-style-type: none"> • Demonstratable ability to analyse and interpret varied and complex Marketing 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 • Working closely with the media team, including briefing on PR opportunities, service issues and working together on reputational issues and public announcements and offering reactive support
Senior Marketing Manager	Range 7	Qualification 10+ years of relevant workplace experience	<p>Develop and deliver comprehensive corporate and service marketing strategies aligned with the organisation's goals and objectives.</p> <p>Effective management of a high performing marketing team, managing budgets in excess of £200,000.</p> <p>Establish KPIs and evaluation methods to assess the effectiveness of marketing campaigns. Provide</p>	Salary: £48,216	Salary: £50,588	Salary: £52,959
				Required for this level (in addition to all previous levels)	In addition to level 7A	In addition to levels 7A and 7B
				<p>Qualifications</p> <ul style="list-style-type: none"> • 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+ 	Qualifications	Qualifications

			<p>data-driven insights and reports to inform decision-making, demonstrating the impact of marketing efforts.</p>	<p>years in relevant workplace experience</p> <p><u>Knowledge</u></p> <ul style="list-style-type: none"> • Strong understanding of the principles of effective management • Developed and practiced 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 • Developed 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 • Good understanding of the digital landscape and emerging trends <p><u>Experience</u></p> <ul style="list-style-type: none"> • Solid experience in managing a team or individuals to deliver excellent, engaging and effective marketing campaigns • A strong track record of delivering successful and innovative marketing communications projects. • Experience working effectively across multiple different marketing channels and targeting audiences from different backgrounds and with varying interests 	<p><u>Knowledge</u></p> <ul style="list-style-type: none"> • Excellent 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 • Good understanding of ethical marketing practices, emphasising transparency, fairness, and responsible conduct • Developing an understanding of the key elements of crisis communications <p><u>Experience</u></p> <ul style="list-style-type: none"> • At least two year's strong successful team management background across diverse teams • 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 • Strong experience in the creation of strategic marketing plans for team 	<p><u>Knowledge</u></p> <ul style="list-style-type: none"> • Deep understanding of managing budgets with the ability to manage marketing budgets effectively and transparently • Developed understanding of the key elements of crisis communications and the role of the team in supporting the council response • 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 <p><u>Experience</u></p> <ul style="list-style-type: none"> • At least five years' experience 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
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				<ul style="list-style-type: none"> • Proficient experience in matrix and cross boundary working • Experience of working for a local council/unitary authority • Experience of evaluating the impact of campaigns and reporting back results with lessons learned. <p><u>Skills</u></p> <ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 <p><u>Skills</u></p> <ul style="list-style-type: none"> • Able to demonstrate how to achieve best return on investment and deliver more for less for campaign outcomes • Actively encourages ideas from a range of sources and stakeholders to inform thinking • Can demonstrate ability to thoroughly analysing information, and consider alternative solutions, adapting to new ways of working where necessary • Able to develop measurable communications activities to support delivery of council priorities • Able 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. • Can practically manage workload to deal with very high levels of work-related pressure • Able to take on considerable direct responsibility for financial resources effectively and creatively 	<p>timetabling to meet corporate and client needs</p> <ul style="list-style-type: none"> • Strong 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 • Experience of deputising for the Head of Service in times of absence <p><u>Skills</u></p> <ul style="list-style-type: none"> • Able to demonstrate how they have managed a high performing and motivated team and sought solutions to staff issues in a satisfactory conclusion • Excellent planning skills, 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 across the year • Works 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 e.g. 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 response and political environment and service developments to keep
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						communications activity relevant and targeted
Job Title	Range ⁵	Development Route	Duties	Level A (Developing)	Level B (Practising)	Level C (Accomplished)
Graphic Designer	Range 5	Qualification 5 years industry experience	<p>To deliver first class creative graphic, multimedia, digital and offline design for internal and external clients to enable the council to meet its objectives. Providing design guidance and review to ensure the council's brand and sub-brands are delivered consistently across all media.</p> <p>Liaise with internal and external clients and work as part of a cross-disciplinary project team, taking client briefs and deliver high-quality creative ideas and solutions.</p> <ul style="list-style-type: none"> • Create signage specifications, gather quotations liaising with external contractors and produce print-ready artwork for production • Gather quotations liaising with external contractors and produce print-ready artwork for production • Manage from concept to delivery (and installation) creative direction for various high profile council events (of various sizes) for a wide range of audiences 	Salary: £35,935	Salary: £38,775	Salary: £41,614
				Required for this level (in addition to all previous levels)	In addition to level 5A	In addition to levels 5A and 5B
				<p>Qualifications</p> <ul style="list-style-type: none"> • Qualified to degree level (or equivalent) in graphic or multimedia design and / or five years industry experience <p>Knowledge</p> <ul style="list-style-type: none"> • 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 • 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 	<p>Qualifications</p> <ul style="list-style-type: none"> • Keep up to date with new design and media platforms, software and industry design developments • Have attended industry relevant training courses or self-learning <p>Knowledge</p> <ul style="list-style-type: none"> • 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 • 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 • Good knowledge of the different marketing platforms available, in order to advise on the most suitable and tailoring the design to meet all channel specifications 	<p>Qualifications</p> <ul style="list-style-type: none"> • Continued self-learning <p>Knowledge</p> <ul style="list-style-type: none"> • 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

⁵ Salaries accurate as of financial year 2024/25

				<ul style="list-style-type: none"> • 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 knowledgeable about the latest digital trends and tools for social media and other outlets <p><u>Experience</u></p> <ul style="list-style-type: none"> • Five years demonstrable workplace experience of high-quality delivery for graphic design for printed materials filming/editing video content and/or web/digital design <p><u>Skills</u></p> <ul style="list-style-type: none"> • Full driving valid for use in the UK and access to own transport for work purposes • 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 	<p><u>Experience</u></p> <ul style="list-style-type: none"> • Proven experience in producing excellent design / video solutions for internal / external clients <p><u>Skills</u></p> <ul style="list-style-type: none"> • Be able to create basic signage specifications and gather quotations liaising with external contractors and arrange installations where needed • Support Senior Graphic Designer with assessing / marking applications for print procurement framework • Have the creative skills and specialism of one defined area: branding, creative and corporate design, digital and off-line illustration, video, animation etc • 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 / create bespoke illustrative elements to enhance the design/effectiveness of a job, • Demonstrable ability to adapt to new ways of working where necessary • 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 • Is able to arrange, brief and direct a photoshoot with an external photographer • Able to effectively create accessible documents across all council work 	<p><u>Experience</u></p> <ul style="list-style-type: none"> • Extensive proven experience in dealing with internal / external clients, suppliers and creative professional services <p><u>Skills</u></p> <ul style="list-style-type: none"> • Be able to create complex signage specifications involving multiple elements and types. Able to commission bespoke or specialist signage where needed • Able to support the Senior Graphic Designer with building a framework for print, design and photography (as needed) following the council's procurement processes • Have expert skills, creativity and specialism in two areas including Video & Accessibility • Able to produce more accomplished illustrations that may involve extensive digital work or using traditional non-digital techniques to meet the client brief • Have the skills to evaluate the impact of design projects and identify strengths, weaknesses, opportunities and respond to these • 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
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				<p>channels such as social media and video screens in public places</p> <ul style="list-style-type: none"> • Excellent communication skills and ability to present design concepts to clients or colleagues • Ability to manage time effectively, planning own workload and setting appropriate objectives, often working under pressure at a fast pace to meet deadlines • Able to 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. • 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 • Willingness to manage Junior designer / apprentice / freelancer to support Senior Designer 	<ul style="list-style-type: none"> • Has managed Junior designer / apprentice / freelancer to support Senior Designer on a number of occasions where required 	<p>settings in the admin area. Help to train other members of the team on 4d where needed. Help to identify and report software issues to senior designer and assist in making suggestions for any modifications</p> <ul style="list-style-type: none"> • Developed skills in arranging, briefing and art directing a campaign photoshoot with an external photographer. This may involve arranging various locations, models, schedules, props and attending the shoot
Senior Graphic Designer	Range 7	Qualification 10 years' workplace experience	<p>Responsible for leading and managing the council's Graphic Design team to ensure excellent and efficient direction, development and distribution of high impact graphic and digital design to meet the needs of the council and its wide range of services</p> <p>Takes responsibility as the guardian of the council's corporate brand across all channels of communication on and off line.</p> <p>Take responsibility for procurement of significant council contracts for design, print and other collateral.</p>	Salary: £48,216	Salary: £50,588	Salary: £52,959
				Required for this level (in addition to all previous levels)	In addition to level 7A	In addition to levels 7A and 7B
				<p>Qualifications</p> <ul style="list-style-type: none"> • Qualified to degree level (or equivalent) in graphic or multimedia design <p>Knowledge</p> <ul style="list-style-type: none"> • At least ten years of knowledge and understanding of principles of excellent design for on and offline delivery. • Have an in depth knowledge of print production processes across a range of formats from standard document printing to large format exhibition materials and banners. 	<p>Qualifications</p> <ul style="list-style-type: none"> • have attended industry relevant training courses and / or self-learning <p>Knowledge</p> <ul style="list-style-type: none"> • Have a specialist knowledge of print production techniques and finishes • Excellent knowledge of design for social media and other digital applications • Understands how the digital economy is changing user behaviour and the government landscape • Has knowledge of the wider digital economy and advances in technology 	<p>Qualifications</p> <p>Knowledge</p> <ul style="list-style-type: none"> • Has an in-depth knowledge of the principles of branding, particularly corporate branding • Understands working with agility at an organisational level and is able to create the environment for success

			<ul style="list-style-type: none"> • A developing knowledge of the principles of branding, particularly corporate branding • Understands users and can identify who they are and what their needs are based on evidence <p>Experience</p> <ul style="list-style-type: none"> • At least ten 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 • Experience of managing budgets, forecasting and ensuring work is budgeted and costed <p>Skills</p> <ul style="list-style-type: none"> • 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 • Can drive a team and set the pace, ensuring teams are delivering • Can 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 	<p>Experience</p> <ul style="list-style-type: none"> • At least two years' experience of successfully managing Design Team and project workflows • Experience in acting 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 • Experience of commissioning procurement frameworks for printing and other design related services and managing their workloads • Developing project management skills in relation to the rollout of new systems or services for the wider communications team <p>Skills</p> <ul style="list-style-type: none"> • Can inspire team to excel within roles, supporting design teams with work and personal issues effectively • Be able to produce print-ready artwork for more specialist print production techniques and finishes • 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 	<p>Experience</p> <ul style="list-style-type: none"> • 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 • Experience of commissioning more bespoke or specialist signage where needed • Can demonstrate through experience 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 • Experience of deputising for the Head of Service in times of absence <p>Skills</p> <ul style="list-style-type: none"> • 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
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				<p>generating, behaviour changing or influencing and informing</p> <ul style="list-style-type: none"> • 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 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. • Ability to use the most appropriate style and method of communication with people at different levels inside and outside of the organisation • Manage from concept to delivery (and installation) creative direction for various high profile council events (of various sizes) for a wide range of audience • 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 • Able to take, source or commission and manage a wide range of photography, from member portraits, press launches to events/festivals and campaigns 	<p>first and can manage competing priorities</p> <ul style="list-style-type: none"> • Is able to make informed decisions based on user needs, available technology and value for money • 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. 	<p>and can respond to challenge, animation etc</p> <ul style="list-style-type: none"> • Can work 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. • Creates a continually collaborative environment and sustains a good service • 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 • 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 • Specialist in arranging, briefing and art directing a creative campaign photoshoot with an external photographer. This may involve arranging various locations, models, schedules, props and attending the shoot
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Job Title	Range ⁶	Development Route	Duties	Level A (Developing)	Level B (Practising)	Level C (Accomplished)
Finance Officer	Range 4	<p>Qualification</p> <p>Some experience in a related finance role at a junior level</p> <p>Experience working with financial control software packages</p>	<p>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</p> <p>The role will be responsible for budget monitoring and forecasting, financial processing, interrogation of the finance system, managing and using 4D software, dealing with customers, public notices and ordering of stock</p>	Salary: £29,793	Salary: £32,602	Salary: £35,410
				Required for this level (in addition to all previous levels)	In addition to level 4A	In addition to levels 4A and 4B
				<p>Qualifications</p> <ul style="list-style-type: none"> Educated to A Level or equivalent at a pass level, with GCSE passes in Maths and English <p>Knowledge</p> <ul style="list-style-type: none"> 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 <p>Experience</p> <ul style="list-style-type: none"> Some experience in a related finance role at a junior level Experience working with financial control software packages Experience of 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 <p>Skills</p> <ul style="list-style-type: none"> Ability to work with excel spreadsheets, input information on budgets and manage budget lines 	<p>Qualifications</p> <ul style="list-style-type: none"> Working towards a degree or further education qualifications in related subjects such as maths together with some demonstrable related work experience desirable <p>Knowledge</p> <ul style="list-style-type: none"> Understanding of how council finances work, compliance controls and of council financial protocols including purchase ledger, sales ledger, general ledger and year end and accruals <p>Experience</p> <ul style="list-style-type: none"> Minimum two to three years experience of working in a local government finance role Experience working with software systems such as 4D for managing time and budgets Experience dealing with a range of clients on finance matters both internal and external Good experience of successfully solving customer enquires <p>Skills</p>	<p>Qualifications</p> <ul style="list-style-type: none"> University Degree of other further education qualification in related subject or relevant professional qualification accounting or bookkeeping or working with systems as well as demonstrable relevant workplace experience <p>Knowledge</p> <ul style="list-style-type: none"> 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 <p>Experience</p> <ul style="list-style-type: none"> Minimum five years working in a local government finance role Broad experience dealing with a wide range of customers solving customer enquiries <p>Skills</p>

⁶ Salaries accurate as of financial year 2024/25

				<ul style="list-style-type: none"> • Ability to use analytical skills to interpret complex financial information and situations • Good problem solving skills to come up with solutions to challenges • Good communication skills and ability to communicate important information to necessary audiences • Demonstrable ability to work within recognised procedures and respond independently to problems • Ability to manage workload under pressure and prioritise accordingly • Excellent Microsoft Excel skills 	<ul style="list-style-type: none"> • Develop solutions or plans to issues working with the Head of Service • Demonstrable ability to deal with high levels of work-related pressure, for example from deadlines, interruptions or conflicting demands • Able to account for large sums of money (i.e. £30,000 plus) in the form of cheques, direct debits or equivalent • 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 	<ul style="list-style-type: none"> • Developed ability to effectively analyse and report on complex financial information • Can apply fresh thinking and initiative to streamline work processes and adapt procedures • Strong communication skills with the ability to adapt delivery of information to a variety of audiences both verbally and in writing • Able to provide expert advice and guidance on internal finance policies and procedures, challenging inaccuracies where required
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