



Communications and Marketing Team
Career progression framework
2024



| Job Title | Range ¹ | Development Route | Duties | Level A (Developing) | Level B (Practising) | Level C (Accomplished) |
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| Junior Press Officer | Range 4 | Qualification Experience of working in a busy newsroom | Supports the day-to-day operation of the Press Office, promoting the services, decisions, policies and priorities of the council in the media and on social media, both proactively and reactively. | Salary: £31,283 | Salary: £34,233 | Salary: £37,181 |
| | | | | Required for this level (in addition to all previous levels) | In addition to level 4A | In addition to levels 4A and 4B |

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| | | (journalism), press office (media handling) or digital newsroom/customer relations environment | <p>Provides a supporting role to promote the council's reputation and provide professional advice to Cabinet and senior management. Helps ensure the council's values and tone of voice speak across all our press office and digital communications activities, and provides a direct link to stakeholders.</p> <p>The Press Office is managed between 8.30am and 5pm weekdays and provides an out-of-hours emergency media service, which the Junior Press Officer is involved with. This role also helps cover Medway Full Council and Cabinet meetings, which are held in the evening, to support the media and promote the council's vision, values and priorities.</p> | <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) <p>Knowledge</p> <ul style="list-style-type: none"> Good knowledge of writing for news articles and press releases Good knowledge of social media channels and how they can be used to increase engagement for organisations <p>Experience</p> <ul style="list-style-type: none"> Experience of working in a busy newsroom (journalism), press office (media handling) or digital newsroom/customer relations environment Good experience of using multimedia content online e.g. video or audio | <p>Qualifications</p> <p>Knowledge</p> <ul style="list-style-type: none"> A developing understanding of media law A developing understanding of Freedom of Information process in relation to the work of the press office Enhanced knowledge of writing and publishing effective media releases Detailed understanding of how to write in different formats <p>Experience</p> <ul style="list-style-type: none"> One year's experience of working in a newsroom or press office Experience of proactive and reactive social media use in a public relations context Starting to gain experience in handling crisis/emergency/reputational matters and media enquiries, with support from colleagues Experience of preparing senior members or staff for media interviews, providing advice on handling broadcast and print | <p>Qualifications</p> <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 solid understanding of how Freedom of Information requests are processed and how the press office is involved <p>Experience</p> <ul style="list-style-type: none"> Two years' experience of working in a news room or press office Experience of delivering an effective social media campaign to boost engagement, and to support the council's vision, values and priorities Experience of confidently being able to handle crisis/emergency/reputational matters and media enquiries, with little input required from others Has written press releases which have secured wider than local |
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| | | | | <p>Skills</p> <ul style="list-style-type: none"> • Full driving license valid for use in the UK and access to own transport for work purposes • Excellent media and social media writing skills; able to write in different styles according to need and target audience • Good video editing and filming skills • Ability to work unsupervised whilst carrying out the day-to-day duties of the role, prioritising as necessary • Ability to deal successfully with unexpected problems or situations • Always listens and responds to people in a helpful and polite manner • Able to work in a service-style culture while retaining the independence and credibility to give good advice as to how to achieve the best outcome from the media and social media activity | <p>interviews, providing written briefings and support</p> <ul style="list-style-type: none"> • Experience of evaluating local, national and specialist media activity and coverage and adapting approaches to media handling to achieve the best results <p>Skills</p> <ul style="list-style-type: none"> • Enhanced filming and editing skills • Ability to develop strong professional relationships with senior leadership team and Cabinet in order to provide advice on media response and digital work • Strong briefing skills in relation to video interviews | <p>area coverage – including national and trade</p> <p>Skills</p> <ul style="list-style-type: none"> • Excellent filming and editing skills, consistently producing engaging videos • Ability to recognise potential matters/projects/decisions which could impact the council's reputation and work of the press office |
| Press Officer | Range 5 | Qualification | 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 | Salary: £37,732 | Salary: £40,714 | Salary: £43,695 |
| | | Minimum two years' experience of working in a busy newsroom | | Required for this level (in addition to all previous levels) | In addition to level 5A | In addition to levels 5A and 5B |

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| | | <p>(journalism), press office (media handling) or digital newsroom/customer relations environment. Or experience of working in an agency or other client-facing environment</p> | <p>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> | <p><u>Qualifications</u></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><u>Knowledge</u></p> <ul style="list-style-type: none"> A deep understanding of media law and how it can be used to address sensitive media matters | <p><u>Qualifications</u></p> <ul style="list-style-type: none"> Continued self-learning including courses/work based learning to benefit the organisation <p><u>Knowledge</u></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 | <p><u>Qualifications</u></p> | <p><u>Knowledge</u></p> <ul style="list-style-type: none"> An extensive understanding of media law knowledge to effectively address reputational or sensitive press matters. In |
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| | | | | <ul style="list-style-type: none"> 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><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 multimedia content e.g. quick turnaround video or audio Developing experience of supervising, co-ordinating or training other employees where required | <ul style="list-style-type: none"> 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><u>Experience</u></p> <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 multimedia 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 | <p>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</p> <ul style="list-style-type: none"> 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) <u>Experience</u> 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 |
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| | | | | <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 • 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>and Marketing, including with projects and campaigns</p> <ul style="list-style-type: none"> • 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 responding quickly to attend and facilitate in-person media interviews • 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 | <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 • 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: £37,732 | Salary: £40,714 | Salary: £43,695 |
| | | Qualification or advanced knowledge of | The Internal Communications Officer is responsible for developing engaging corporate | Required for this level (in addition to all previous levels) | In addition to level 5A | In addition to levels 5A and 5B |

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| | | <p>internal communications methods</p> <p>Two years' experience in a communications related role</p> | <p>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 internally, using a variety of methods and channels to reach staff working in a range of roles and locations</p> | <p><u>Qualifications</u></p> <ul style="list-style-type: none"> Degree or professional qualification in communications/media/marketing OR advanced knowledge of internal communications methods <p><u>Knowledge</u></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><u>Experience</u></p> <ul style="list-style-type: none"> Two years' experience in a communications related role <p><u>Skills</u></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 | <p><u>Qualifications</u></p> <ul style="list-style-type: none"> Continued self-learning in internal communications including courses/work based learning to benefit the organisation <p><u>Knowledge</u></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><u>Experience</u></p> <ul style="list-style-type: none"> Two years' experience of working in an internal communications team delivering campaigns and supporting events 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><u>Skills</u></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 | <p><u>Qualifications</u></p> | <p><u>Knowledge</u></p> <ul style="list-style-type: none"> An excellent knowledge of internal communications methods to improve the council's own practices <p><u>Experience</u></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 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><u>Skills</u></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 |
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| | | | | <ul style="list-style-type: none">Ability to present complex and/or sensitive information in an understandable way, using a | | reasoning for the decision to influence the outcome |
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| | | | | variety of methods across a range of audiences • Ability to prioritise work effectively within a pressurised environment | • Ability to juggle high-pressured tasks with conflicting deadlines, largely independently | |
| Senior Media and Internal Communications Manager | Range 7 | Qualification Solid demonstrable experience of managing a team of individuals to deliver | 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 | Salary: £50,627 | Salary: £53,118 | Salary: £55,607 |
| | | | | Required for this level (in addition to all previous levels) | In addition to level 7A | In addition to levels 7A and 7B |

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| | | <p>excellent press, media and social media campaigns</p> | <p>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> | <p><u>Qualifications</u></p> <ul style="list-style-type: none"> Degree and/or professional qualification in media, journalism or public relations (including NCTJ) <p><u>Knowledge</u></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 | <p><u>Qualifications</u></p> | <p><u>Knowledge</u></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><u>Qualifications</u></p> <ul style="list-style-type: none"> Demonstration of having obtained continued learning and development in the principles of Internal Communications <p><u>Knowledge</u></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 |
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| | | | | <p>organisation in the corporate culture, values and behaviours</p> <p><u>Experience</u></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 | <p><u>Experience</u></p> <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 | <p>particularly through times of change</p> <p><u>Experience</u></p> <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 |
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| | | | | | inform before, during and after an emergency | effective use of resources for the year |
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| | | | | <ul style="list-style-type: none"> • Excellent written communications skills for a range of media, channels and audiences, providing advice and guidance for writing clearly for target audiences • 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 | <ul style="list-style-type: none"> • Proven strong management and mentoring skills – demonstrates consistently the management of staff, helping them plan their workload and setting appropriate objectives and deadlines • 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"> • Developed mentoring skills to enhance the team's proactive thinking and ability to prioritise and seek out proactive opportunities • 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 |
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| Job Title | Range ² | Development Route | Duties | Level A (Developing) | Level B (Practising) | Level C (Accomplished) |
| Marketing Executive | Range 3 | A Level passes Entry level experience of marketing | 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 | Salary: £25,752 | Salary: £28,242 | Salary: £30,732 |
| | | | | Required for this level (in addition to all previous levels, if applicable) | In addition to level 3A | In addition to levels 3A and 3B |

² Salaries accurate as of financial year 2024/25

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| | | techniques, social media use | <p>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</p> | <p><u>Qualifications</u></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><u>Knowledge</u></p> <ul style="list-style-type: none"> Basic understanding of GDPR and what is required from a marketing point of view | <p><u>Qualifications</u></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><u>Knowledge</u></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. | <p><u>Qualifications</u></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><u>Knowledge</u></p> <ul style="list-style-type: none"> A developed knowledge of the organisation's ways of working |
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| | | | <p>number of digital communications channels including emails and the council's quarterly magazine, Medway Matters</p> <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> | <ul style="list-style-type: none"> • A basic understanding of different social media channels and a need to learn how to analyse the results • Knowledge of different marketing techniques such as social media print and OOH to create successful campaigns <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 | <ul style="list-style-type: none"> • A developed understanding of different social media channels and a need to learn how to analyse the result • 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 workrelated pressure, for example from deadlines, interruptions or conflicting demands | <ul style="list-style-type: none"> • A basic understanding of government policies and initiatives • An introductory understanding of marketing budgets and how they are allocated and best spent • A good working knowledge of technology systems such as Gov Delivery, Google analytics and Orlo • Starting to understand certain ethical standards to aid with responsible marketing practises • Knowledge of ways to successfully promote services across the council <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 |
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| | | | | <ul style="list-style-type: none">Ability to prioritise and handle multiple jobs simultaneously while | | |
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| | | | | assisting the marketing team and doing own jobs | | solutions or plans over the short term <ul style="list-style-type: none"> • Demonstrates the ability to deal with considerable levels of workrelated pressure, for example from deadlines, interruptions or conflicting demands • 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 | Salary: £44,246 | Salary: £47,161 | Salary: £50,076 |
| | | | | Required for this level (in addition to all previous levels) | In addition to level 6A | In addition to levels 6A and 6B |

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| | | | <p>briefing through to post-campaign evaluation</p> <p>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</p> <p>Manage and mentor junior members of staff</p> | <p><u>Qualifications</u></p> <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 <p><u>Knowledge</u></p> <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 | <p><u>Qualifications</u></p> <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 <p><u>Knowledge</u></p> <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 | <p><u>Qualifications</u></p> <p><u>Knowledge</u></p> <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 |
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| | | | | <p>public service delivery and citizen satisfaction</p> <ul style="list-style-type: none"> • Understanding of ethical considerations, ensuring transparency, fairness, and responsible marketing practices in the public sector • A willingness to understand sustainability and environmental protection and then communicate across the organisation • A deep understanding of technology systems and tools commonly used in the public sector, including content management systems, data analytics, and government-specific software <p>Experience</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>Experience</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 | <ul style="list-style-type: none"> • Understanding of crisis communication and risk management specific to the public sector, where responses must consider public safety, trust, and transparency • Knowledge of various strategies for involving the community in decision-making processes, feedback collection, and public consultations <p>Experience</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 |
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| | | | | Skills <ul style="list-style-type: none"> • Proficient in the use of Microsoft Word, Excel and Outlook and use of all types of social media (e.g. Facebook, X, Instagram, etc.) • 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 | Skills <ul style="list-style-type: none"> • Developed skills to deal with high levels of work-related pressure, for example from deadlines, interruptions or conflicting demands • 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 | Skills <ul style="list-style-type: none"> • Demonstratable ability to thoroughly analyse information, and considering alternative solutions, adapting to new ways of working where necessary • Demonstratable ability to analyse and interpret varied and complex 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 | Develop and deliver comprehensive corporate and service marketing strategies aligned with the organisation's goals and objectives. | Salary: £50,627 | Salary: £53,118 | Salary: £55,607 |
| | | | | Required for this level (in addition to all previous levels) | In addition to level 7A | In addition to levels 7A and 7B |

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| | | | Effective management of a high performing marketing team, managing budgets in excess of £200,000. | <u>Qualifications</u> <ul style="list-style-type: none">Degree in related subject or relevant professional qualification | <u>Qualifications</u> | <u>Qualifications</u> |
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| | | | <p>Establish KPIs and evaluation methods to assess the effectiveness of marketing campaigns. Provide data-driven insights and reports to inform decision-making, demonstrating the impact of marketing efforts.</p> | <p>in marketing or communications to Post Graduate Diploma level (eg CIM, IDM, CIPR, PRCA). And/or 10+ years in relevant workplace experience <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 | <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 | <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 |
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| | | | | | <ul style="list-style-type: none">• High-level of experience in digital marketing, including SEO, SEM, OOH, social media, and email marketing | communications projects within the public sector |
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| | | | | <p>channels and targeting audiences from different backgrounds and with varying interests</p> <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"> • Experience of setting and delivering commercial targets, specifically revenue • Strong experience in the creation of strategic marketing plans for team • 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 workrelated pressure • Able to take on considerable direct responsibility for financial resources effectively and creatively | <ul style="list-style-type: none"> • Extensive developed experience in the creation of strategic marketing plans for team, planning workloads and timetabling to meet corporate and client needs • 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 |
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| | | | | | | <ul style="list-style-type: none"> Anticipates economic, social response and political environment and service developments to keep communications activity relevant and targeted |
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| Job Title | Range ³ | Development Route | Duties | Level A (Developing) | Level B (Practising) | Level C (Accomplished) |
| Graphic Designer | Range 5 | Qualification 5 years industry experience | 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 | Salary: £37,732 | Salary: £40,714 | Salary: £43,695 |
| | | | | Required for this level (in addition to all previous levels) | In addition to level 5A | In addition to levels 5A and 5B |

³ Salaries accurate as of financial year 2024/25

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| | | | <p>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 crossdisciplinary 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 | <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 | <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 |
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| | | | | <p>and responsive design including UI and UX</p> <ul style="list-style-type: none"> • Good understanding of accessibility standards and relevant policies and initiatives on and offline • Be knowledgeable of signage types, production processes and materials. Be able to advise clients on the most appropriate signage solutions after auditing a location. • Be knowledgeable about the latest digital trends and tools for social media and other outlets <p>Experience</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>Skills</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 | <p>Experience</p> <ul style="list-style-type: none"> • Proven experience in producing excellent design / video solutions for internal / external clients <p>Skills</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 offline 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 | <p>Experience</p> <ul style="list-style-type: none"> • Extensive proven experience in dealing with internal / external clients, suppliers and creative professional services <p>Skills</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 |
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| | | | | <ul style="list-style-type: none">• Willingness to learn and be able to create accessible documents across all council work | | <ul style="list-style-type: none">• Is able to source and brief external illustrators or other members of the design team to |
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| | | | | <ul style="list-style-type: none"> • Able to follow a brief or storyboard for the delivery of video content including editing, titling, and other post-production. Know how to output these to a variety of channels such as social media and video screens in public places • Excellent communication skills and ability to present design concepts to clients or colleagues • 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"> • Is able to arrange, brief and direct a photoshoot with an external photographer • Able to effectively create accessible documents across all council work • Has managed Junior designer / apprentice / freelancer to support Senior Designer on a number of occasions where required | <p>produce illustrations where needed</p> <ul style="list-style-type: none"> • 4D - be able to set up new users and be confident changing settings in the admin area. Help to train other members of the team on 4d where needed. Help to identify and report software issues to senior designer and assist in making suggestions for any modifications • 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 | 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 | Salary: £50,627 | Salary: £53,118 | Salary: £55,607 |
| | | | | Required for this level (in addition to all previous levels) | In addition to level 7A | In addition to levels 7A and 7B |

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| | | | <p>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> | <p><u>Qualifications</u></p> <ul style="list-style-type: none"> • Qualified to degree level (or equivalent) in graphic or multimedia design <u>Knowledge</u> • At least ten years of knowledge and understanding of principles of excellent design for on and offline delivery. | <p><u>Qualifications</u></p> <ul style="list-style-type: none"> • have attended industry relevant training courses and / or self-learning <p><u>Knowledge</u></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 | <p><u>Qualifications</u></p> <p><u>Knowledge</u></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 |
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| | | | | <ul style="list-style-type: none"> • 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. • 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><u>Experience</u></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><u>Skills</u></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 | <ul style="list-style-type: none"> • 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><u>Experience</u></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><u>Skills</u></p> <ul style="list-style-type: none"> • Can inspire team to excel within roles, supporting design teams with work and personal issues effectively | <p>able to create the environment for success</p> <p><u>Experience</u></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><u>Skills</u></p> <ul style="list-style-type: none"> • Able to communicate effectively across organisational, technical and political boundaries, understanding the context |
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| | | | | <ul style="list-style-type: none">Can drive a team and set the pace, ensuring teams are delivering | <ul style="list-style-type: none">Be able to produce print-ready artwork for more specialist print production techniques and finishes | <ul style="list-style-type: none">Makes complex and technical information and language simple |
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| | | | | <ul style="list-style-type: none"> • 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 generating, behaviour changing or influencing and informing • Visualises, articulates, and solves complex problems and concepts, and makes disciplined decisions based on available information and research evidence. Able to move from analysis to synthesis and/or design intent. Such skills include demonstration of the ability to apply 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 | <ul style="list-style-type: none"> • Able to translate user stories and propose design approaches or services to meet these needs and engages in meaningful interactions and relationships with users. Puts users first and can manage competing priorities • 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. | <ul style="list-style-type: none"> • and accessible for non-technical audiences Able to advocate and communicate what a team does to create trust and authenticity and can respond to challenge, animation etc • 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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| | | | | <ul style="list-style-type: none"> Able to take, source or commission and manage a wide range of photography, from member portraits, press launches to events/festivals and campaigns | | |
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| Job Title | Range ⁴ | Development Route | Duties | Level A (Developing) | Level B (Practising) | Level C (Accomplished) |
| Finance Officer | Range 4 | Qualification Some experience in a related finance role at a junior level | 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 | Salary: £31,283 | Salary: £34,233 | Salary: £37,181 |
| | | | | Required for this level (in addition to all previous levels) | In addition to level 4A | In addition to levels 4A and 4B |

⁴ Salaries accurate as of financial year 2024/25

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| | | <p>Experience working with financial control software packages</p> | <p>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> | <p><u>Qualifications</u></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><u>Knowledge</u></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><u>Experience</u></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 | <p><u>Qualifications</u></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><u>Knowledge</u></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><u>Experience</u></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><u>Qualifications</u></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><u>Knowledge</u></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><u>Experience</u></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 |
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| | | | | <ul style="list-style-type: none"> 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 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 | <p>Skills</p> <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 | <p>Skills</p> <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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| Job Title | Range ⁵ | Development Route | Duties | Level A (Developing) | Level B (Practising) | Level C (Accomplished) |
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| Marketing Officer | Range 5 | Qualification 5+ year's experience of working in a marketing role | <p>To implement strategic marketing and communications campaigns and initiatives that will promote the work of Fostering for Medway.</p> <p>Manage, with the support of the Marketing Manager, a number of communications channels. This will involve taking responsibility for marketing plans, briefing design, digital or media services and carrying out evaluation to inform future campaigns.</p> <p>Work effectively within a complex partnership that will include elected members, council departments, higher education institutions, the voluntary,</p> | Salary: £37,732 | Salary: £40,714 | Salary: £43,695 |
| | | | | Required for this level (in addition to all previous levels) | In addition to level 5A | In addition to levels 5A and 5B |
| | | | | <p>Requirements at this level:</p> <p>Qualifications Marketing or relevant undergraduate degree, professional qualification or has equivalent relevant workplace experience.</p> <p>Knowledge</p> | <p>Requirements at this level in addition to level 5A:</p> <p>Qualifications Relevant professional qualification in marketing or communications to diploma level (eg CIM, IDM, CIPR, PRCA). Or equivalent relevant workplace experience.</p> <p>Knowledge</p> | <p>Requirements at this level in addition to level 5A and 5B:</p> <p>Qualifications Provide portfolio examples of work as well as recorded data showing success of previous work.</p> <p>Knowledge</p> |

⁵ Salaries accurate as of financial year 2024/25

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| | | | <p>community and social enterprise sector, and local communities.</p> <p>Support the Fostering team on community engagement activities including developing engagement materials and approaches, supporting, organising and promoting engagement activities and events, and developing relationships with external organisations and groups.</p> | <p>Good understanding of GDPR and starting to challenge others where needed.</p> <p>A good knowledge of technology systems such as Gov Delivery, Google analytics and Orlo.</p> <p>A good understanding of different social media channels and a need to learn how to analyse the results.</p> <p>Good communications skills, both written and verbal.</p> <p>Understands the work of different marketing team functions and local government.</p> <p>Good understanding of how to draw on different marketing techniques to create successful campaigns.</p> <p><u>Experience</u></p> <p>Experience of using digital tools such as electronic newsletter tools and a wide range of social media platforms including Facebook, X, Instagram to engage with audiences.</p> <p>Experience of evaluating campaigns and projects using different tools and platforms.</p> <p>Experience of briefing design, digital and press services on campaigns and projects.</p> <p>Some experience of client / account and stakeholder management.</p> <p>Writing for a variety of audiences with different needs and interests.</p> <p><u>Skills</u></p> <p>Good copywriting skills for off and online media.</p> <p>Good verbal communication and ability to build and maintain good</p> | <p>A developed knowledge of the structure, responsibilities and policies of the public sector</p> <p>A developed knowledge of the variety of communications methods available and how they reach different audiences</p> <p>Good understanding of budgets and how they are allocated and best spent.</p> <p>Emerging understanding of working in a complex partnership environment that will include internal stakeholders, local universities, the voluntary, community and social enterprise sector, and local communities.</p> <p><u>Experience</u></p> <p>Experience of using research and evidence to underpin communications activities.</p> <p>Ability to complete a range of complex tasks such as report writing, presentations, detailed assessments</p> <p>Experience of delivering campaigns to a budget.</p> <p>Experience of using the organisation's I communications methods, including publishing tools, such as Gov Delivery and Social media (inc paid media)</p> <p><u>Skills</u></p> <p>Ability to shoot and create video and photographic footage for use in campaigns/projects/social media.</p> <p>Ability to work under own steam, making frequent decisions without ready access to</p> | <p>An excellent knowledge of both offline and online communications methods to improve the council's own practices</p> <p>Excellent understanding of budgets and how they are allocated and best spent. Can demonstrate evidence of managing campaign budgets above £10k</p> <p>Excellent understanding of the broad issues connected with Fostering and Foster carer recruitment.</p> <p><u>Experience</u></p> <p>In depth experience of creating and delivering strategic offline and online marketing communications activities to include campaign planning, implementation and evaluation.</p> <p>Excellent experience at creating and delivering detailed communications / campaign plans</p> <p>Experience of recommending/using additional external tools to assist with communications practices or the promotion of communication messages</p> <p><u>Skills</u></p> <p>Adept at analysing and interpreting varied and complex information or situations, develops solutions and/or marketing and communication</p> |
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| | | | | <p>relationships with internal and external clients.</p> <p>Able to solve varied problems or develop solutions or plans over the short term.</p> <p>Able to deal with time pressures, deadlines, interruptions or conflicting demands.</p> <p>Able to work within an agreed budget.</p> | <p>more senior managers except for advice on policy or resource issues.</p> <p>Ability to solve varied problems or develop solutions or strategic plans over the medium term.</p> <p>Strong video and imaging editing skills</p> <p>Ability to analyse own work to make improvements based on feedback from the audience</p> <p>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</p> | <p>strategies over the long term (at least one year).</p> <p>Excellent communication skills with the ability to present complex and/or sensitive information in an understandable way, using a variety of methods across a range of audiences.</p> <p>Able to liaise with senior management, building trust to meet internal communications needs</p> <p>Successfully work independently and make quick or difficult decisions without managerial intervention, explaining the reasoning for the decision to influence the outcome.</p> |
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