

Job Description

Job title	Junior Communications Officer
Directorate	BUSINESS: Business Support Department
Team	Communications
Grade	MPR4
Reports to	Marketing Manager

Main purpose of the job:

The Junior Communications Officer works within the Communications and Marketing department supporting both the Marketing team and Press Office. This role provides cross-discipline support, producing proactive – and some reactive - external communications.

This role supports marketing projects and campaigns, focusing on digital marketing, and produces campaign deliverables in line with the agreed communications plan. The Junior Communications Officer also produces press releases to promote the council's services, decisions, policies and priorities, and assists with responding to media enquiries.

This role helps ensure the council's values and tone of voice aligns across all marketing and press office activities and provides a direct link to internal and external clients and stakeholders.

Accountabilities and outcomes:

The role of the Junior Communications Officer is to work with the Corporate Communications and Press Office to support the development and delivery of our communications plans and campaigns. Including but not limited to:

- Creating engaging and accessible content for use across all Medway Council's communications and engagement channels. Examples include preparing press releases, managing newsletters, writing marketing copy, identifying content for and scheduling social media messages, and creating content for our website.
- Liaising with specified internal stakeholders to gather requirements and insights for campaigns and activities, and feedback on work undertaken.

- Collect a range of performance indicators that will enable the team to monitor and evaluate the impact of our communications activities.
- Support the team with ad hoc administrative duties, as required.
- Act as a brand ambassador for the council, ensuring its values, tone of voice and branding are used consistently and accurately across all our communications activities. Advise clients on branding where necessary.
- Timely and regular liaison with line manager and other members of the team involved in campaign delivery to ensure tasks are delivered successfully and on time.
- Assists the Press Office with answering media enquiries, meeting tight external deadlines.

Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Development Framework.

To actively promote the Council's Fair Access, Diversity and Inclusion Policy and observe the standard of conduct which prevents discrimination taking place.

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

Organisation:

This role reports to the: Marketing and Communications Marketing Manager

The post holder will not be required to line manage others but may be required to direct, coordinate or train other employees.

The post holder will be required to liaise with all stakeholders both internal and external to the organisation. This includes Cabinet portfolio holders, service managers and where appropriate,

local media and the senior leadership team.

Working Style:

Hybrid working – a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially or mainly from home on a temporary or permanent basis.

The post holder is also required to travel to other sites as and when required as part of their duties, in and out of work hours.

Person Specification

All criteria at level A are considered essential unless stated otherwise.

Qualifications

Level A

- Degree or professional qualifications in communications, marketing, media, public relations or journalism.
- Full driving license valid for use in the UK and access to own transport for work purposes.

Level B (in addition)

- N/A

Level C (in addition)

- N/A

Knowledge

Level A

- Excellent understanding of written English – spelling and grammar.
- A basic understanding of government policies and initiatives.
- Knowledge of website, social media and newsletter content management.
- A good working knowledge of website, social media and newsletter content management.
- A good working knowledge of Microsoft Office including Word, Excel and PowerPoint.
- An understanding of technology systems such as GovDelivery, Google analytics and Orlo.
- Ability to work collaboratively as part of a broader team, recognising the importance of integrated communications.
- Basic understanding of GDPR and what is required from marketing professionals.
- Understands diversity and the need for inclusive messaging and adherence to the requirements of groups with protected characteristics.
- Is aware of analytics tools for tracking digital engagement.
- Good knowledge of what an effective press release entails.
- Has an understanding of ethical standards to ad with responsible marketing practices.
- Knowledge of ways to successfully promote services across the council.

Level B (in addition)

- A deeper understanding of different social media channels and able to interrogate analytics to provide insights and ROI.
- Exposure to email marketing tools.
- Proficient in Microsoft Office, including Word, Excel and PowerPoint
- Strong editing and proofreading skills for a variety of channels and audiences.
- Good understanding of diversity and the need for inclusive messaging and adherence to the requirements of groups with protected characteristics and can identify contravention of standards.
- A general knowledge of the organisation's ways of working.
- Understanding of GDPR for marketing and able to ensure clients adhere to requirements, for example the correct use of consent forms and data sets.
- Developing knowledge of technology systems such as GovDelivery, Google analytics and Orlo.
- Enhanced knowledge of how to publish a highly engaging press release.

Level C (in addition)

- Good understanding of GDPR and starting to challenge others where needed.
- Strong understanding of diversity and the need for inclusive messaging and adherence to the requirements of groups with protected characteristics and can identify contravention of standards.
- A developed understanding of the organisation's ways of working and how this impacts campaign delivery.
- An understanding of government policies and initiatives and how this impacts messaging and audiences.
- An excellent working knowledge of systems such as GovDelivery, Google analytics and Orlo.
- Understanding of specific clients' audiences and how to successfully promote their services internally and to the public.
- Understanding of how to conduct 'Social Listening' to gain an understanding of public mood and sentiment relating to output.
- Knowledge of different marketing techniques to create successful targeted campaigns.
- A solid understanding of all aspects of producing a press release and accompanying assets/photos to secure excellent media coverage.

Experience

Level A

- At least one year's experience of using various social media channels.
- At least one year's experience of digital communications and how to apply them for promotional and awareness purposes.
- At least one year's experience of marketing techniques and how to utilise various methods.
- Has experience of copywriting and producing text for short articles, including for digital newsletters and social media.
- Has some experience of using research and evidence to underpin communications activities.
- Experience of successful client / account and stakeholder management.
- Good level of experience of writing for different audiences such as families, younger, older, vulnerable groups and groups with protected characteristics, etc.

Level B (in addition)

- Two plus years' experience of using a range of offline and online communications tools in the delivery of communications campaigns/projects.
- Detailed knowledge and understanding of different social media channels, tools, and techniques to reach target audiences effectively.
- Can evaluate campaigns and projects and determine engagement and success.
- With support can successfully manage and liaise with clients and stakeholders.
- Has experience of writing for different audience groups.
- Experience of evaluating media activity and coverage and adapting approaches to media handling to achieve the best results.
- Experience of assisting the Press Office with answering media enquiries, with support from press officers.

Level C (in addition)

- Can use research techniques and provide evidence to underpin communications activities.
- With only periodic review can successfully manage the day-to-day needs of clients and stakeholders.
- Has experience of writing for different need states and audiences such as groups with protected characteristics, families, younger, older, vulnerable etc.
- Has produced press releases which have secured wider than local area coverage e.g. national or trade take up.

- Experience of confidently being able to answer media enquiries on a variety of topics, with little input required from others.
- Can confidently use digital tools such as electronic newsletters and a wide range of social media platforms including Facebook, NextDoor, and Instagram to engage with audiences.
- Experience of evaluating campaigns and projects using different tools and platforms.
- Experience of briefing design, digital and press services on campaigns and projects.
- Some experience of client / account and stakeholder management.

Skills

Level A

- Excellent written and verbal communication.
- Excellent attention to detail and good organisational skills.
- Good ability to build and maintain positive and productive relationships with clients.
- Ability to create clear, concise, and compelling messages for various audiences.
- Proficient in the use of Microsoft Word, Excel and Outlook.
- Demonstrable ability to use written communication skills to present varied information in an understandable way to a range of audiences including specific audience groups, staff and partners.
- Ability to prioritise and handle multiple jobs simultaneously while assisting marketing and press colleagues.
- Full driving license valid for use in the UK and access to own transport for work purposes.
- Ability to work unsupervised whilst carrying out the day-to-day duties of the role, prioritising as necessary.
- Ability to complete a range of complex tasks such as report writing, presentations, detailed assessments and calculations.
- Ability to shoot and create video and photographic footage for use in campaigns/projects/social media.
- Demonstrable ability to solve varied problems or develop solutions or plans over the short term.
- Demonstrates the ability to deal with work-related pressure, for example from deadlines, interruptions or conflicting demands.
- Demonstrable ability to work within an agreed budget.

Level B (in addition)

- Successfully engaging copywriting skills for off and online media,
- Can generate well-thought-out ideas to help reach target audiences to meet campaign objectives.
- Ability to follow process and act on won initiative, to work under pressure and exercise judgement.
- Basic graphic design skills and use of tools such as Canva for social media purposes.
- Demonstrates the ability to deal with considerable levels of work-related pressure, for example deadlines, interruptions or conflicting demands.
- Ability to develop professional relationships with Cabinet portfolio holders and service managers in order to provide advice on communications matters.

Level C (in addition)

- Ability to complete a range of complex tasks such as drafting accurate and timely copy with supporting social and digital media.
- Can articulate the needs of varied audience groups and is able to write with a wider range for varying needs.
- Ability to develop productive, professional working relationships with internal colleagues, partners, and stakeholders.
- Can differentiate between features and benefits to create compelling messages and call to action.
- Is committed to safeguarding principles and able to create appropriate messaging for relevant groups.
- Understands cause and effect and takes personal responsibility for their work.
- Ability to recognise potential matters/projects/decisions which could impact the council's reputation and work of the Press Office.