

Job Description

Job title	Communications and Engagement Officer
Directorate	BUSINESS : Business Support
Division	Communications
Range	Range 5
Reports to	Head of Communications and Marketing

Main purpose of the job:

To lead, shape and deliver a comprehensive, high-impact communications and engagement strategy for Medway that supports the successful implementation of local government reorganisation across Kent and Medway. This role is critical in ensuring that the vision, rationale and benefits of the programme are clearly articulated, consistently understood and effectively communicated to a diverse and extensive range of stakeholders.

The postholder will provide strategic leadership for all communications and engagement activity associated with this complex transformation, fostering trust, transparency and confidence among residents, partners, elected members and the workforce. They will ensure that communications are proactive, joined-up and responsive, enabling effective two-way engagement that informs decision-making, mitigates risk and supports organisational alignment.

Working across organisational boundaries, the role will bring together multiple agencies, political leadership and senior officers to coordinate messaging and ensure consistency and clarity throughout the reorganisation process. This includes leading on stakeholder mapping and engagement planning, managing sensitive and high-profile issues, and ensuring that communications support both service continuity and cultural integration.

The role will also play a key part in supporting internal communications and staff engagement, helping employees navigate change with clarity and confidence, maintaining morale and ensuring that people are informed, heard and supported throughout the transition.

Ultimately, the postholder will ensure that communications and engagement are positioned as a strategic enabler of successful transformation—helping to build understanding, strengthen relationships, and support the delivery of a cohesive, effective and sustainable new local government landscape for Kent and Medway.

Liaise with stakeholders in a way that promotes the [One Medway Council Plan](#) and embeds our [values and behaviours](#).

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Accountabilities and outcomes:

Support the Officer Working Group and Cross-Party Member Group, taking ownership with the Head of Service for all communications with the council's different audiences relating to LGR and Devolution.

Conceive, plan, develop and manage innovative, creative and high-performing strategic communications and engagement campaigns for a wide range of stakeholders from our partners.

Using experience in stakeholder and data management, develop and maintain a strategic stakeholder management plan - ensuring appropriate communications channels are used to reach our different audiences throughout the run up to LGR and Devolution go live and following the changes.

Conduct desk research and when needed, gather user insight to understand stakeholders, their preferences and views throughout the project timelines.

Develop and run stakeholder engagement events from large public meetings to smaller partner events and meetings, representing the council as excellent ambassador in all events and activities.

Act as an excellent ambassador for the council in all dealings with stakeholders at all levels ensuring professional and clear marketing and communication at all times.

Create and deliver effective engagement activities using the council's social media channels and monitor and report on feedback received through these channels.

Working with the Press Office, liaise with the media, national and regional, on all issues relating to LGR and Devolution for Medway ensuring our messages are clearly communicated and reported through a range of channels.

Using excellent written skills, contribute articles to Medway Matters quarterly magazine and copy for the council's website and intranet to ensure that we keep people updated on all issues relating to LGR and Devolution.

Develop strategic plans for and deliver excellent internal communications activities working with the Internal Communications and HR teams to ensure effective engagement with staff, management and councillors across the council in a timely manner.

Brief and direct both in-house graphic designers, digital and other media-production specialists, as well as third-party agencies (design, website, video production, PR, marketing, photographers) integral to the completion of the LGR and Devolution communication and engagement projects. Write briefs, set budgets and reporting requirements, create and monitor goals. Ensure all campaigns and jobs are fully evaluated and lessons incorporated into future marketing work.

Ensure all materials and content meet guidelines and adhere to the council's tone of voice, are consistent with council priorities, provide best value for residents and provide guidance and advice to staff when required.

Carry out effective evaluation of all engagement activities to ensure that objectives drawing on a number of different metrics including stakeholder feedback, Google Analytics, GovDelivery, and social media analytics to ensure objectives have been met.

Create reports as needed to inform council reports and submissions to government reflecting the outcome of communications and engagement activities carried out.

Work with colleagues at Kent County Council and other Kent councils to coordinate communications campaigns and messages relating to LGR and Devolution across Kent and Medway.

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Develop and manage communication and engagement budgets to achieve optimal outcomes and most appropriate use of funding available. Ensure budgets are effectively spent and all campaigns and jobs are delivered within budget. Adjust plans and communicate changes as necessary to ensure costs for materials, media, and labour are in line with the sales potential for a specific product or campaign.

Wherever possible minimise the impact on the environment of communications and engagement activities.

At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.

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.

As a corporate parent, all council employees are responsible for ensuring the well-being and positive outcomes of Medway's care-experienced children and young people.

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

Work in accordance with the Equality Act 2010 and the Public Sector Equality Duty to eliminate unlawful discrimination, harassment and victimisation. Promoting equality of opportunity, fostering good relations and improving the quality of life and opportunities for everyone living and working in Medway.

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.

Medway Council is a Category One responder in relation to the Civil Contingencies Act (2004) and as a result all staff working for the Authority may be asked to carry out Category One response duties or stand into the role of another member of staff who is responding to a Major Civil Incident.

Organisation:

This role reports to the Head of Communications and Marketing .

The post holder will not be required to line manage others but may be required to direct, coordinate or train other employees but will have extensive engagement with a wide range of internal services and external stakeholders with a high external reputation.

The post holder will be required to liaise with all stakeholders both internal and external to the organisation.

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Working Style:

HYBRID - 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.

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Person specification

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

Qualifications

Level A

Three A'Levels and working towards a degree, professional qualification.

Level B (in addition to level A criteria)

Relevant professional qualification in marketing or communications to diploma level (eg CIM, IDM, CIPR, PRCA).
Or equivalent relevant workplace experience

Level C (in addition to levels A and B)

< Qualified to degree level >

Knowledge

Level A

Proficient knowledge of corporate communication and marketing principles, including market research, segmentation, targeting, positioning, branding, and the marketing mix (product, price, place, and promotion).

Good knowledge of the principles of good stakeholder research and engagement. Ability to identify and engage with diverse stakeholders, including government officials, community organisations, citizens, and other relevant groups. Understanding how to build and maintain relationships with these stakeholders is critical.

A developing understanding of local government and an interest in government and parliamentary affairs. Knowledge of specific government agencies, departments, and their functions would be helpful.

Demonstrable experience of planning ahead and having the ability to respond positively to change.

Basic knowledge in data protection laws and regulations, such as GDPR (in Europe) and data privacy laws applicable to the public sector.

Good knowledge of using digital marketing channels and social media platforms to engage with citizens and disseminate information.

Basic understanding of the local media landscape in Medway and how to respond to media enquiries and create a good press release.

Basic knowledge of the principles of good internal communication.

Knowledge of how to measure the effectiveness of marketing campaigns and initiatives, often with a focus on KPIs related to public service delivery and citizen satisfaction.

Understanding of ethical considerations, ensuring transparency, fairness, and responsible marketing practices in the public sector.

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A deep understanding of technology systems and tools commonly used in the public sector, including content management systems, data analytics, electronic newsletters, and government-specific software.

Knowledge of video and editing tools and software desirable.

Level B (in addition to level A criteria)

Strong knowledge and practice of marketing principles, including market research, segmentation, targeting, positioning, branding, and the marketing mix (product, price, place, and promotion).

Excellent knowledge of how to identify and engage with diverse stakeholders, including government officials, community organizations, citizens, and other relevant groups. Understanding how to build and maintain relationships with these stakeholders is critical.

A developed understanding of local government and an interest in government and parliamentary affairs. Knowledge of specific government agencies, departments, and their functions would be helpful.

Developing knowledge of the principles of good internal communication.

Good understanding of local, national and regional media landscape how to deal effectively with the media both reactively and proactively.

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.

Proficiency in using digital marketing channels and social media platforms to engage with citizens and disseminate information.

Skills in measuring the effectiveness of marketing campaigns and initiatives, often with a focus on KPIs related to public service delivery and citizen satisfaction.

An understanding of the local or regional community's culture, demographics, and specific needs to tailor communication efforts effectively.

Understanding of ethical considerations, ensuring transparency, fairness, and responsible marketing practices in the public sector.

A good understanding of sustainability and environmental protection, and the ability to promote and communicate these efforts.

A deep understanding of technology systems and tools commonly used in the public sector, including content management systems, data analytics, and government-specific software.

Solid knowledge of video and editing tools and software desirable.

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Level C (in addition to levels A and B)

Strong knowledge and implementation of marketing principles, including market research, segmentation, targeting, positioning, branding, and the marketing mix (product, price, place, and promotion).

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.

Ability to identify and engage with diverse stakeholders, including government officials, community organisations, citizens, and other relevant groups. Understanding how to build and maintain relationships with these stakeholders is critical.

A good understanding of relevant public policies and government initiatives that may impact the public sector organisation's marketing strategies. An understanding of the political landscape and its influence on decision-making is important.

Proficiency in data protection laws and regulations, such as GDPR (in Europe) and data privacy laws applicable to the public sector.

Expert understanding of local, national and regional media landscape how to deal effectively with the media both reactively and proactively. Knowledge of government communication strategies, including public relations, press releases, public statements, and public information campaigns.

Understanding of crisis communication and risk management specific to the public sector, where responses must consider public safety, trust, and transparency.

Developed academic understanding of effective internal communications and how to put these into practice.

Strategies for involving the community in decision-making processes, feedback collection, and public consultations.

Skills in measuring the effectiveness of marketing campaigns and initiatives, often with a focus on KPIs related to public service delivery and citizen satisfaction.

An understanding of the local or regional community's culture, demographics, and specific needs to tailor marketing efforts effectively.

Understanding of ethical considerations, ensuring transparency, fairness, and responsible marketing practices in the public sector.

A good understanding of government initiatives related to sustainability and environmental protection, and the ability to promote and communicate these efforts.

A deep understanding of technology systems and tools commonly used in the public sector, including content management systems, data analytics, and government-specific software.

Expert knowledge of video and editing tools and software desirable

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Experience

Level A

Demonstrable track record of delivering marketing and communications projects to a wide range of stakeholders on complex issues using a range of channels.

Experience in creating and managing stakeholder databases and some level of stakeholder management.

Basic experience in organising and running stakeholder events.

Experience in working with members of the media, creating press releases and responding to enquiries.

Experience in writing good content for a range of channels for distribution.

Experience in creating internal communications approaches as part of wider communications campaigns.

Experience creating basic social media campaigns – creating and responding to posts.

Demonstrable experience of planning ahead and having the ability to respond positively to change.

Ability to manage multiple projects simultaneously.

Experience of evaluating the impact of campaigns and reporting back results with lessons learned.

Level B (in addition to level A criteria) Wide experience in delivering marketing and communications projects to a wide range of stakeholders on complex issues within the local government sector.

Solid experience in creating and managing stakeholder databases and some level of stakeholder management.

Good experience in organising and running stakeholder events of a variety of sizes.

Experience in working with members of the media, creating press releases and responding to enquiries.

Experience in writing good content for a range of channels for distribution.

Experience collaborating with various different services to reach a common goal.

Experience in developing and delivering social media campaigns on complex topics.

Experience in creating internal communications approaches as part of wider communications campaigns.

Wide experience creating basic social media campaigns – using analytics to develop campaigns, creating and responding to posts.

Experience of evaluating the impact of campaigns and reporting back results with lessons learned.

Developing experience in matrix and cross boundary. Experience collaborating with various departments within the public sector organisation, to align marketing efforts with broader goals.

Ability to manage marketing budgets in a public sector environment, often with a focus on transparency and accountability.

Level C (in addition to levels A and B)

< Experience working at senior levels in local and national government and representing the council in all activities.

Solid experience of using research and evidence to underpin communications activities.

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Experience of managing, developing, and delivering cross discipline marketing campaigns including digital marketing. Strong ability to manage multiple projects simultaneously.

Advanced experience in creating and managing stakeholder databases and expert in stakeholder management techniques.

Good experience working in local government at a strategic policy level and liaising with national government departments.

Wide experience in organising and running stakeholder events of a variety of sizes taking responsibility for the management of entire events.

Wide experience in working with members of the media at all levels acting as a spokesperson on key issues and managing and organisation's reputation.

Wide experience in writing good content for a range of channels for distribution.

Demonstrable experience in developing and delivering social media campaigns on complex topics for a range of media.

Demonstrable experience in creating strategic internal communications approaches as part of wider communications campaigns.

Wide experience creating basic social media campaigns – using analytics to develop campaigns, creating and responding to posts. Proficiency in using other digital marketing channels and social media platforms to engage with citizens and disseminate information.

Experience of evaluating the impact of campaigns and reporting back results with lessons learned.

Skills

Level A

Excellent communication skills, with the ability to present complex information in an understandable way.

Brilliant copywriting skills and experience in writing for a range of media both on and offline.

Ability to work independently.

Demonstrable ability to understand historical, current, and future trends in the digital content and social media space.

add in role specific skills>

Level B (in addition to level A criteria)

Excellent communication skills, with the ability to present complex information in an understandable way.

Demonstrable experience of planning ahead and having the ability to respond positively to change.

Brilliant copywriting skills and experience in writing for a range of media both on and offline.

Demonstrable experience of contributing to change and listening to new ideas.

Demonstrable ability to deal with high levels of work-related pressure, for example from deadlines, interruptions or conflicting demands.

Demonstrable ability to analyse and interpret varied and complex information.

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Growing ability to use well developed communication skills to present complex/sensitive information in an understandable way, to a range of audiences.

Deep understanding of all types of social media (e.g. Facebook, X, Instagram, etc.)

Strong ability to work independently.

Starting to successfully manage various group dynamics.

Demonstrable ability to progress a series of activities within recognised guidelines.

Demonstrable ability to understand historical, current, and future trends in the digital content and social media space

Level C (in addition to levels A and B)

Excellent communication skills, with the ability to present complex information in an understandable way.

Demonstrable experience of skills in planning ahead and having the ability to respond positively to change.

Brilliant copywriting skills and experience in writing for a range of media both on and offline.

Demonstrable ability to deal with high levels of work-related pressure, for example from deadlines, interruptions or conflicting demands.

Demonstrable ability to analyse and interpret varied and complex information and develop strategies and solutions for the medium and long term.

Strong ability to use well developed communication skills to present complex/sensitive information in an understandable way, to a range of audiences.

Demonstrable ability to carry out tasks and/or advise on internal procedures, which impact on the health and well being of people.

Strong ability 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.

Demonstrable ability to progress a series of activities within recognised guidelines, with the confidence to make decisions on policy or resource issues.

Demonstrable ability to understand historical, current, and future trends in the digital content and social media space.