

# **Strategy Communications and Campaigns**

## **Senior Communications and Campaigns Officer**

### **Job Description and Person Specification**

**February 2024**

## Job Description

<b>Job Title:</b>	Senior Communications & Campaigns Officer
<b>Department:</b>	Strategy
<b>Function:</b>	Corporate Strategy & Engagement
<b>Team:</b>	Communications and Campaigns
<b>Post number:</b>	S004985
<b>Grade:</b>	LBR11
<b>Hours/weeks:</b> <i>E.g. 36 hours/52.14 weeks</i>	36 hours
<b>Base location:</b>	Lynton House
<b>Reports to:</b> <i>Job title</i>	Communications and Campaigns Manager
<b>Responsible for:</b> <i>Job titles of direct reports</i>	<i>No direct line management</i>
<b>Role purpose and role dimensions:</b> <i>Overview of the job</i>	To deliver communications and campaign plans to support key council priorities and willingness to support in other areas as necessary as part of a wider communications team.
<b>Key external contacts:</b> <i>Organisations</i>	Media Trade media Partners Trade bodies Resident groups Local businesses
<b>Key internal contacts:</b> <i>Job titles or groups of staff</i>	Elected Members Chief Executive and Management Team Operational Directors and Heads of Service
<b>Financial dimensions:</b> <i>Budgetary responsibility &amp; amount. Equipment, cash, property etc. for which employee is responsible.</i>	No budgetary responsibility
<b>Key areas for decision making:</b>	Operational, day-to-day delivery of media relations, digital communications, crisis management and communications campaigns.  While managers in the team will be available to provide advice and guidance, the person in this role will be confident and capable of taking the right decisions to protect and enhance the council's reputation.

**Other considerations:**

*E.g. working patterns*

This post is included on the council's list of "sensitive" politically restricted posts. This means that the post holder is restricted from engaging in political activities as defined in the Local Government Officers (Political Restrictions) Regulations 1990, unless they apply for and are successful in gaining exemption. If the post holder wishes to apply for exemption they should discuss this with their Chief Officer in the first instance.

This post requires working unsocial hours and playing a full part in the delivery of out of hours and emergency communications, including a 24/7 news and media handling service.

## Key elements

- To support the implementation of the Strategy Department's business plan and Communications and Campaigns plan to ensure residents are informed and engaged with the work of the council
- To develop, take ownership of and drive forward imaginative communications campaigns to promote initiatives and services within a large and complex organisation
- To manage the council's relationship with the local, regional, national and trade media, both reactively and proactively to support its key campaigns and priorities
- To play a key role in media management and monitoring
- To be responsible for daily social media activity and digital communications for the council with tactical, hands-on knowledge of how to generate high levels of engagement in support of council plans and campaigns
- To apply search engine optimization to improve online content
- To use content management systems to upload website content
- To write long-form and short-form content for a range of communications channels, confidently and expertly.
- To film and edit video content at speed, for a range of communications channels and audiences.
- To use analytics across all relevant social media platforms and the council's website to measure and evaluate the success of communications activity to support key council plans, priorities and campaigns
- To manage contentious issues on social media
- To create high-quality engaging content for use across all channels, including digital (e.g. video, images, gifs and infographics)
- To interrogate analytics to inform communications activity and supply monthly data to the management team
- To lead multi-disciplinary project teams working on campaigns for which the post holder is responsible
- To provide expert advice on a full range of communications approaches, platforms and channels
- To provide high-level project management support on major corporate campaigns and other relevant projects
- To devise and implement media relations aspects of fully integrated communications strategies and solutions to support service delivery, manage reputation, change behaviours and promote resident engagement
- To provide insight and research to help inform corporate campaigns
- To provide advice on the analysis and segmentation of data dashboards to deliver effective and targeted communications strategies
- To evaluate the progress and success of communications

	<p>campaigns and provide reports with recommendations for senior managers</p> <ul style="list-style-type: none"> <li>• To be responsible for managing communications campaign budgets to ensure they are cost effective</li> </ul>
	<ul style="list-style-type: none"> <li>• To work flexibly across the Communications and Campaigns Team to assist colleagues to deliver internal communication messages</li> <li>• To provide advice, guidance and support to elected Members and Senior Leadership Team on the most appropriate communications activities and strategies</li> <li>• To contribute to the preparation and content of the council's resident magazine, Redbridge Life, and digital newsletters</li> <li>• To attend council meetings, partner agencies and external organisations representing the communications service of the council and liaising with media representatives in attendance</li> <li>• Carry out of hours duties including attendance at events, public meetings and emergency or out of hours situations</li> <li>• To undertake any further duties as required with the nature of the post</li> </ul>

### **General accountabilities and responsibilities**

<b>Green Statement</b>	<p><b>This will involve:</b></p> <ul style="list-style-type: none"> <li>▪ Seeking opportunities for contributing to sustainable development of the Borough, in accordance with the Council's commitment to making Redbridge a cleaner, greener place to live. In particular, demonstrating good environmental practice (such as energy efficiency, use of sustainable materials, sustainable transport, recycling and waste reduction) in your job.</li> </ul>
<b>Data Protection/Confidentiality</b>	<p><b>This will involve:</b></p> <ul style="list-style-type: none"> <li>▪ Complying with the Data Protection Act 1998 – treating all information acquired through your employment, both formally and informally, in strict confidence and in accordance with Caldicott principles.</li> <li>▪ Complying with the Code of Conduct, other practice guidelines and the rules and protocols defining employees' access to and use of the Council's databases and systems. Any breaches could result in disciplinary measures.</li> <li>▪ Maintaining client records and archive systems in accordance with departmental procedure, policy and statutory requirements.</li> </ul>

<b>Conduct and Whistleblowing</b>	<p><b>This will involve:</b></p> <ul style="list-style-type: none"> <li>▪ Complying with the requirements of the Code of Conduct and maintaining high standards of personal conduct, honesty and integrity. You have a duty to raise any impropriety or breach of procedure to the appropriate level of management. Employees making such disclosures (whistleblowing) are protected and may make them without fear of recrimination.</li> </ul>
<b>Safer Working</b>	<p><b>This will involve:</b></p> <p>Commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults. Where you work in such a post the Council will require a DBS Disclosure check and references will be taken up prior to interview.</p>
<b>Equalities</b>	<p><b>This will involve:</b></p> <ul style="list-style-type: none"> <li>▪ Complying with the Council's demonstrable commitment to achieving equality of opportunity and outcomes in its services to the community and in the employment of people. You are expected to understand, comply with and promote Council policies in your work, to undertake any appropriate training and to challenge any prejudice and discrimination.</li> </ul>
<b>Customer Care</b>	<p><b>This will involve:</b></p> <p>Complying with corporate and service area customer service standards and promoting the development of high quality, individualised and customer-led services.</p>
<b>Health and Safety</b>	<p><b>This will involve:</b></p> <ul style="list-style-type: none"> <li>▪ Being responsible for your own Health &amp; Safety, as well as that of colleagues, service users and the public. Employees should co-operate with management, follow established systems of work, use protective equipment where necessary and report defectives and hazards to management.</li> </ul>
<b>To contribute as an effective and collaborative member of the team</b>	<p><b>This will involve:</b></p> <ul style="list-style-type: none"> <li>▪ Taking responsibility for continuing self-development and participating in training and development activities.</li> <li>▪ Participating in the ongoing development, implementation and monitoring of the service plans.</li> <li>▪ Supporting and contributing to value for money, service efficiencies and improvements.</li> </ul>

**Flexibility****This will involve:**

- The above-mentioned duties are neither exclusive nor exhaustive. From time to time you may be required to undertake responsibilities outside the normal remit of your Job Description as required by the line manager and are broadly within the grading level and competence.

## PERSON SPECIFICATION

<b>Job Title:</b>	<b>Senior Communications and Campaigns Officer</b>		
<i>Method of candidate assessment: A = Application form, I = Interview, T = Test. Weighting: 3 = most important, 2 = least important</i>		<b>A-I-T</b>	<b>Weighting</b>
<b>Minimum education/ qualifications:</b>	To have the ability to increase depth of knowledge and understanding of behavioural change campaigns, media relations and digital communications	A/I	3
<b>Minimum experience/ knowledge/ skills:</b>	Previous experience of working with the media to ensure positive outcomes	A/I	3
	Hands-on experience and skills in delivering effective campaigns which deliver against key organisational objectives and priorities	A/I/T	3
	Experience of managing media in a crisis or in difficult circumstances	A/I	2
	Experience and skills in advising senior officers and elected Members on sensitive issues	A/I	3
	Demonstrable project management skills and experience of leading project teams	A/I	3
	Skills to create and deliver engaging online content, such as images, gifs, video, infographics. Experience of delivery at speed and in large quantities.	A/I	3
	Ability to update quickly web content and ensure engaging content which supports key campaigns	A/I	3
	High level of knowledge and experience of how to create a tactical communications plan under pressure to deal with media issues	A/I	3
	Extensive experience of using data, metrics and analytics across all channels including digital and social media to inform communications plans and campaigns	A/I	3
	Excellent written skills both for traditional media and for the web, and understanding the difference between the two	A/I	3
	Experience of working on campaigns and contributing effectively in a wider team to ensure key organisational priorities are delivered	A/I	3
	High level of knowledge of best practice communications and engagement across the public sector and how to deliver to these standards in this role	I	2



<b>Minimum competencies:</b> Customer focus	Demonstrable commitment to delivering excellent services to customers	A/I	3
	Demonstrable focus on realising benefits	A/I	3
	Seek continuous improvement to methods of work and personal improvement	A/I	3
	Gives clear and honest feedback to colleagues and partners and embraces feedback about their own job performance	A/I	3
	Has a high level of personal 'drive', motivation and enthusiasm, able to demonstrate a capacity for sustained effort and performance	A/I	3
Communicating and influencing	Demonstrable communications skills with colleagues, partners and residents	A/I	3
	Good working knowledge on the local media in London and how to influence it to deliver organisational benefits and tell the council's story effectively	A/I	3
	Challenge, negotiate and influence senior managers and others where required	A/I	3
	Display tact, diplomacy and confidentiality in relationships with colleagues	A/I	3
	Hands-on ability to deliver effective campaigns which support organisational priorities	I	3
Building relationships, working together and in partnership	Developing and maintaining demonstrable relationships, including within campaign teams, with colleagues in other departments, with senior managers and internal customers, with elected Members, with all relevant media, and with local residents and businesses	A/I	3
Respecting & implementing diversity	Recognition of the different information and communication needs of different individuals and ability to design appropriate communications campaigns to meet these needs.	A/I	3
Planning, organising & achieving results	Effective time management, work demand and prioritisation skills in order to deliver best results on the most important aspects of the team's work and required outcomes	I	3
Embracing change	Experience of working effectively within large and constant organisational change and with the ability to remain positive and high performing throughout	A/I	3
<b>Special conditions:</b>	This is a Politically Restricted post This post requires working unsocial hours		