

**Strategy
Communications and Campaigns**

**Communications and Campaigns Officer for
Local London**

Job Description and Person Specification

December 2025

Job Description

Job Title:	Communications & Campaigns Officer
Service Area:	Strategy
Function:	
Team:	Local London
Post number:	
Grade:	LBR10
Hours/weeks: <i>E.g. 36 hours/52.14 weeks</i>	36 hours
Base location:	Lynton House
Reports to: <i>Job title</i>	Communications Lead at Local London
Responsible for: <i>Job titles of direct reports</i>	<i>No direct line management</i>
Role purpose and role dimensions: <i>Overview of the job</i>	<p>To deliver operational and tactical elements of Local London's communications plans and in support of key organisational priorities.</p> <p>Local London is a partnership of 9 boroughs, hosted by the London Borough of Redbridge. Our team are employed by the London Borough of Redbridge in accordance with their policies, terms and conditions. Our team deliver programmes, policy and other workstreams for all 9 boroughs.</p>
Key external contacts: <i>Organisations</i>	<p>Suppliers – design, film, photography, web, consultants etc.</p> <p>Member borough communications teams</p> <p>Member borough leader's teams</p> <p>Local politicians</p> <p>Local partners, including businesses and providers</p> <p>Growth Zones: UK Innovations Corridor, Thames Estuary Growth Board, Freeport</p> <p>Local and Trade Media</p>
Key internal contacts: <i>Job titles or groups of staff</i>	<p>Local London Director</p> <p>Local London programme teams</p>
Financial dimensions: <i>Budgetary responsibility & amount.</i>	No budgetary responsibility
Key areas for decision making:	<p>Operational, day-to-day delivery of digital communications, event management, communications campaigns.</p> <p>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 Local London and our member councils' reputation and seeking advice as appropriate.</p>

<p>Other considerations: <i>E.g. working patterns</i></p>	<p>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.</p>
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	<p>Key elements</p> <ul style="list-style-type: none"> • To support communication of Local London's Vision, its programmes, policies, stakeholder offers and asks, to ensure key audiences are informed and engaged with this work. • To develop, take ownership of and drive forward imaginative communications activities and campaigns to promote initiatives and services within a growing and politically-complex public sector organisation. • To work with senior managers to improve the reach and influence of Local London. • To deliver day-to-day social media activity and digital communications for Local London with tactical, hands-on knowledge of how to generate high levels of engagement in support of sub-regional and member plans and activities. • To support production process, creation and commissioning of designed assets from concept to delivery. • To support the development and promotion of events. • To seek opportunities and develop channels for promoting our work. • To be a brand ambassador for Local London and understanding our programmes and workstreams' requirements. • To apply search engine optimization to improve online content. • To use content management systems to upload website content. • To use analytics across all relevant social media platforms and Local London websites to measure and evaluate the success of communications activity to support key priorities and campaigns. • To manage contentious issues on social media. • To provide expert advice on a full range of appropriate communications approaches, platforms and channels. • To work with relevant budgets and public sector regulations to ensure communications activities are cost effective.
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	<ul style="list-style-type: none"> • To work flexibly across and to assist colleagues to deliver internal communication messages. • To provide advice, guidance and support to internal teams on the most appropriate communications activities and strategies. • To contribute content and prepare digital newsletters. • To carry out of hours duties including contributing to the planning and execution of events, or emergency or out of hours situations should they arise. • To undertake any further duties as required with the nature of the post. • To work in accordance with London Borough of Redbridge's policies, as well as laws and regulations relevant to public sector communications including GDPR, Data protection, Procurement Processes, Accessibility, Inclusivity, Pre-election Periods, Commercial Sensitivity, Consent and Copyright, etc.
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General accountabilities and responsibilities	
Green Statement	<p>This will involve:</p> <ul style="list-style-type: none"> ▪ Sustainability runs through everything we do, you will seek opportunities for demonstrating good environmental practice (such as energy efficiency, use of sustainable materials, sustainable transport, recycling and waste reduction) in your job.
Data Protection/Confidentiality	<p>This will involve:</p> <ul style="list-style-type: none"> ▪ 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. ▪ 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. ▪ Maintaining client records and archive systems in accordance with departmental procedure, policy and statutory requirements.
Conduct and Whistleblowing	<p>This will involve:</p> <ul style="list-style-type: none"> ▪ 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.

Equalities	<p>This will involve:</p> <ul style="list-style-type: none"> ▪ 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.
Customer Care	<p>This will involve:</p> <p>Complying with corporate and service area customer service standards and promoting the development of high quality, individualised and customer-led services.</p>
Health and Safety	<p>This will involve:</p> <ul style="list-style-type: none"> ▪ Being responsible for your own Health & 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.
To contribute as an effective and collaborative member of the team	<p>This will involve:</p> <ul style="list-style-type: none"> ▪ Taking responsibility for continuing self-development and participating in training and development activities. ▪ Participating in the ongoing development, implementation and monitoring of the service plans. ▪ Supporting and contributing to value for money, service efficiencies and improvements.
Flexibility	<p>This will involve:</p> <ul style="list-style-type: none"> ▪ 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.

Job Title:	Local London Communications Officer
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Method of candidate assessment: Application Form (A), Interview/ Test (I)
Weighting: 3 = most important 2= least important

Minimum education/ qualifications:	Relevant qualification/degree; or evidence of demonstrable experience*.	A/I	3
	*Experience of working in a communications role with a willingness to increase depth of knowledge of behaviour change campaigns, media relations and digital communications.	A/I	3
Minimum experience/ knowledge/ skills:	Hands-on experience and skills in delivering effective activities and campaigns which deliver against key organisational objectives and priorities.	A/I	3
	Understanding of brand development and management.	A	2
	Experience commissioning, creating and delivering engaging digital and print content, such as, but not limited to reports, leaflets, video, infographics.	A/I	3
	Ability to update web content and ensure engaging content meets best practices and supports key priorities.	A/I	3
	Knowledge and experience of implementing a tactical communications plan under pressure to deal with media issues.	A/I	2
	Experience of supporting events.	A/I	2
	Experience of using data, metrics and analytics across all channels including digital and social media to inform communications plans and campaigns.	A	2
	Excellent written skills both for print and web and understanding the difference between the two and accessibility requirements.	A/I	3
	Excellent proof reading, formatting and editing skills.	A	3
	Previous experience of working with the media to ensure positive outcomes.	A/I	2
Experience and skills in advising managers and elected Members on sensitive issues.	A/I	2	

Minimum competencies: Customer focus	Demonstrable commitment to delivering excellent services to stakeholders.	A/I	3
	Gives clear and honest feedback to colleagues and partners and embraces feedback about their own job performance supporting continuous improvement to work and self.	A	2
	Has a high level of personal 'drive', energy and enthusiasm, able to demonstrate a capacity for sustained effort and performance.	A/I	3
	Experience of working to deadlines and managing priorities and resources, as well as sign off process.	A/I	3
Communicating and influencing	Demonstrable communication skills with colleagues, partners and stakeholders.	A	3
	Good working knowledge of digital and traditional channels and media for communicating Local London's stories effectively.	A/I	3
	Challenge, negotiate and influence senior managers and others where required.	A	2
	Display tact, diplomacy and confidentiality in relationships with colleagues.	A/I	3
	Hands-on ability to deliver effective activities and campaigns which support organisational priorities.	A/I	3
Building relationships, working together and in partnership	Developing and maintaining strong relationships, including within campaign teams, with colleagues in other teams, with senior managers and internal customers, with elected Members, suppliers, partners, member borough colleagues and other stakeholders.	A/I	3
Respecting and 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 and 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.	A/I	3
Embracing change	Experience of working effectively within a political environment and with the ability to remain positive and high performing throughout.	A/I	2

Special conditions:	This is a Politically Restricted post. This post may require occasionally working unsocial hours. Ability to work as part of a remote team.		
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