
Post Title: Communications Officer

Post Hours: 37 hours per week

Grade: SO1

Responsible to: Principal Communications Officer

Responsible for: N/a

Main contact associated with principal duties:

- Councillors, directors and senior staff of Pendle Borough Council
 - Council staff
 - Graphic Designer and Digital Customer Journey Lead
 - Media
 - Residents and businesses
 - Community and voluntary groups
 - Central Government departments
 - Other Lancashire authorities
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Job Purpose:

Promote a positive image of the Council and help residents and businesses make the most of Council services and opportunities.

Create social media content which reaches our target audiences.

Develop good media relations and coverage through news releases and by responding to media enquiries to maintain the reputation of the Council.

Help implement a communications plan and a range of strategic communications activities that deliver positive outcomes for the Council and its communities.

Advise senior management and staff on communication approaches and strategies.

Control of Resources: None

Main duties and responsibilities:

1. Provide a professional in-house media, marketing and public relations service including helping to develop and implement communication plans, marketing campaigns and strategies.
2. Create digital communications content and campaigns, including short videos and photo slideshows.
3. Ensure a positive image of the Council through writing news releases, developing good relations with local, regional, specialist and national media.
4. Devise campaigns on initiatives including major regeneration schemes and to promote Council services.
5. Write and edit copy to a high standard in Plain English.
6. Provide a responsive service to requests for statements from the media.
7. Work with the Graphic Designer to produce social media content, leaflets, e-newsletters and other communication,
8. Work with the Digital Customer Journey Lead and Web Developer to create content for the website and staff intranet.
9. Commission services e.g. from photographers, freelancers and marketing agencies.
10. Represent the Council, as appropriate, at meetings and with staff from other local authorities and on occasion to play a lead role on joint projects approved by Pendle Borough Council.
11. Reflect equality and diversity in all Council communications activity.
12. Follow the Council's policies and procedures, including equal opportunities and health and safety.
13. Due to the nature of this role, some flexibility and out of hours work may be needed from time to time.
14. Other duties of a similar responsibility may be allocated to this post occasionally.

Selection Criteria	Essential Or Desirable	Assessment Method
Qualifications		
1. Educated to degree or equivalent standard in a relevant discipline such as media, English, marketing, public relations or journalism	Essential	Application
2. A current full driving licence	Desirable	Application
Knowledge, skills, abilities and experience		
3. Experience in working in a busy communications/media team	Desirable	Application Interview
4. Ability to develop and implement and evaluate communication plans, marketing campaigns and strategies	Essential	Application Interview
5. Experience of writing news releases	Essential	Application Interview
6. Ability to demonstrate a flair for writing to a high standard in Plain English	Essential	Application Interview
7. Ability to create digital communications content and campaigns	Essential	Application Interview
8. Ability to create short videos and photo slideshows	Desirable	Application Interview
9. Experience in writing reactive statements for the media	Desirable	Application Interview
10. Experience of working with a graphic designer	Desirable	Application Interview
11. Experience of commissioning services for e.g. from photographers and marketing agencies	Desirable	Application Interview
12. An understanding of the equality and diversity issues relevant to the post	Essential	Application Interview
Special Requirements		
13. Willingness to undertake occasional out-of-hours working		