**Job Description**

**Senior Communications Officer**

**Grade** BCP Grade I specialist

**Directorate** Communications and Marketing

**Reports to** Senior Communications Manager

**To improve the quality of life for the people of Bournemouth, Christchurch and Poole by** delivering complex, creative and effective communications, PR and reputation management activity that supports the council’s corporate strategy by reaching target audiences in an impactful and cost-effective way.

**Job Overview**

The Senior Communications Officer plays a key role in planning and delivering communications that support the council’s priorities. The focus is on objectives, audiences and communicating for impact – helping the council tell compelling stories that consistently demonstrate value for money, build trust and confidence in the council, and evidence an open and transparent council.

Working closely with Communications Managers to ensure effective collaboration and coordination between Corporate Communications and the wider organisation, providing high-quality communications advice, challenge and support. The role will develop plans and campaigns that enhance the delivery of business objectives over the longer term, and work with colleagues to deliver the council’s communications activities across a range of channels.

**Key Responsibilities**

* Develop and maintain a high performing communications and campaign team delivering a range of PR and communications activity.
* Develop and deliver audience-led communications and campaign plans, using best practice planning frameworks and use of insight and evaluation to effectively target different audience groups and achieve the Council’s corporate priorities.
* Support proactive and reactive media relations requiring additional input, packaging and management across channels including media, digital, social media and events.
* Operational lead for crisis communications, ensuring timely and effective information provision throughout any crisis.
* Operational lead for consultation and engagement activities requiring support and guidance to encourage participation through reaching target audiences.
* Monitor communications expenditure within departmental budgets as well as individual campaign budgets, using appropriate finance systems and processes.
* Work with colleagues across the Marketing, Communications and Policy directorate – and other services – to help the Council achieve its objectives in a creative and cost-effective way.
* Prepare and present engaging communications and campaign reports, ensuring these have accurate, up-to-date and relevant information.
* Analyse data and interpret industry trends, highlighting relevant issues to support informed decision-making.
* Where appropriate, manage a small team of Communications and Campaigns Officers, ensuring clear objectives are set, development is supported and performance is proactively managed.
* Proactively engage in continuous improvement of the team, to recommend, create and implement more effective ways of working.
* Build and maintain strong working relationships with colleagues across the directorate, council and external partnerships.
* Evaluate strategies, plans and campaigns to drive the future effectiveness of communication activities; support communications projects more widely by making a creative contribution to their planning, design and implementation.
* Contribute to longer-term horizon scanning and support the development of the council’s strategic communications plan.
* Must prioritise the council’s warning and informing duties.

**Specific qualifications and experience**

* Relevant degree or equivalent experience
* Relevant professional qualification or equivalent experience with clearly evidenced continuous professional development in industry best practice
* Experience of the work practices, processes and procedures relevant to own area of work, including communications / PR strategy, campaign planning and delivery, and evaluation.
* Experience of applying audience segmentation to deliver effective communications outcomes.
* Experience of providing complexadvice on a range of issues within set guidelines
* Experience of analysing data and interpreting behavioural insight.
* Experience of identifying and recommending improvements to the efficiency and continuity of own area of work
* Experience of planning and organising own and others’ workload in an environment of regularly changing demands and challenging deadlines

**Personal Qualities & Attributes**

* Good communications skills with the ability to present ideas and challenge constructively
* Plan, prioritise and organise own workload in an environment of regularly changing demands and challenging deadlines
* Strong teamwork with a proactive approach to getting stuck in
* Collaborative problem solving approach to find solutions and resolving barriers based
* Ability to think creatively and provide innovative solutions to problems
* Make evidence-based and outcome focussed decisions making the most of current trends or best practice
* Professional curiosity and willingness to drive own and team’s development
* Encourage and listen to ideas from everyone, and be positive about change
* Coach others to encourage development of skills across the team and challenge poor behaviour
* Share open and honest feedback in a constructive way
* Flexible approach to work, with a willingness to work occasional weekends or evenings

**Job Description**

**Senior Communications Officer**

**Grade** BCP Grade I specialist

**Directorate** Communications and Marketing

**Reports to** Senior Communications Manager

**To improve the quality of life for the people of Bournemouth, Christchurch and Poole by** delivering complex, creative and effective communications, PR and reputation management activity that supports the council’s corporate strategy by reaching target audiences in an impactful and cost-effective way.

**Job Overview**

The Senior Communications Officer plays a key role in planning and delivering communications that support the council’s priorities. The focus is on objectives, audiences and communicating for impact – helping the council tell compelling stories that consistently demonstrate value for money, build trust and confidence in the council, and evidence an open and transparent council.

Working closely with Communications Managers to ensure effective collaboration and coordination between Corporate Communications and the wider organisation, providing high-quality communications advice, challenge and support. The role will develop plans and campaigns that enhance the delivery of business objectives over the longer term, and work with colleagues to deliver the council’s communications activities across a range of channels.

**Key Responsibilities**

* Develop and maintain a high performing communications and campaign team delivering a range of PR and communications activity.
* Develop and deliver audience-led communications and campaign plans, using best practice planning frameworks and use of insight and evaluation to effectively target different audience groups and achieve the Council’s corporate priorities.
* Support proactive and reactive media relations requiring additional input, packaging and management across channels including media, digital, social media and events.
* Operational lead for crisis communications, ensuring timely and effective information provision throughout any crisis.
* Operational lead for consultation and engagement activities requiring support and guidance to encourage participation through reaching target audiences.
* Monitor communications expenditure within departmental budgets as well as individual campaign budgets, using appropriate finance systems and processes.
* Work with colleagues across the Marketing, Communications and Policy directorate – and other services – to help the Council achieve its objectives in a creative and cost-effective way.
* Prepare and present engaging communications and campaign reports, ensuring these have accurate, up-to-date and relevant information.
* Analyse data and interpret industry trends, highlighting relevant issues to support informed decision-making.
* Where appropriate, manage a small team of Communications and Campaigns Officers, ensuring clear objectives are set, development is supported and performance is proactively managed.
* Proactively engage in continuous improvement of the team, to recommend, create and implement more effective ways of working.
* Build and maintain strong working relationships with colleagues across the directorate, council and external partnerships.
* Evaluate strategies, plans and campaigns to drive the future effectiveness of communication activities; support communications projects more widely by making a creative contribution to their planning, design and implementation.
* Contribute to longer-term horizon scanning and support the development of the council’s strategic communications plan.
* Must prioritise the council’s warning and informing duties.

**Specific qualifications and experience**

* Relevant degree or equivalent experience
* Relevant professional qualification or equivalent experience with clearly evidenced continuous professional development in industry best practice
* Experience of the work practices, processes and procedures relevant to own area of work, including communications / PR strategy, campaign planning and delivery, and evaluation.
* Experience of applying audience segmentation to deliver effective communications outcomes.
* Experience of providing complexadvice on a range of issues within set guidelines
* Experience of analysing data and interpreting behavioural insight.
* Experience of identifying and recommending improvements to the efficiency and continuity of own area of work
* Experience of planning and organising own and others’ workload in an environment of regularly changing demands and challenging deadlines

**Personal Qualities & Attributes**

* Good communications skills with the ability to present ideas and challenge constructively
* Plan, prioritise and organise own workload in an environment of regularly changing demands and challenging deadlines
* Strong teamwork with a proactive approach to getting stuck in
* Collaborative problem solving approach to find solutions and resolving barriers based
* Ability to think creatively and provide innovative solutions to problems
* Make evidence-based and outcome focussed decisions making the most of current trends or best practice
* Professional curiosity and willingness to drive own and team’s development
* Encourage and listen to ideas from everyone, and be positive about change
* Coach others to encourage development of skills across the team and challenge poor behaviour
* Share open and honest feedback in a constructive way
* Flexible approach to work, with a willingness to work occasional weekends or evenings