

# Job Description

## Communications Officer



Role Profile	BCP Grade G
Service/Team	Corporate Communications
Reports to	Media Manager
Responsible for	N/A
Number of posts	2
Post number	

### **My job improves the quality of life for the people of Bournemouth, Christchurch and Poole by...**

Delivering creative and effective marketing communications activity that supports the council's strategic aims through behaviour or perception change, demonstrating the operational effectiveness of the council, supporting transformation and improvement, positively influencing the organisation's reputation and explaining the council's aspirations for the area.

### **Job Overview**

A tactical and operational communications role that will help to deliver campaigns to support the organisation's priorities. This will include producing and/or managing production of targeted content for external and internal audiences, including engaging written work for online and print, and creative visual and video content. Responsive communications is also key, alongside the ability to defend and promote the councils' position on a range of topics and issues. The post-holder will contribute to the management and development of a variety of communications channels, including social media and websites.

### **Key Responsibilities**

- Work closely with the team to develop and deliver impactful, audience-focused communications activities
- Work with the wider team to contribute to the development, monitoring and management of communication channels, including web and social media content
- Monitoring the performance and effectiveness of communications projects and materials, by gathering and analysing audience engagement through analytics and qualitative means
- Produce, issue and publish media releases, responsive statements and quotes, social media content, and other materials including web content and email newsletters.
- Advise managers on proactive and reactive communications activities, attending meetings where required to advise and update
- Monitor and evaluate media coverage, and advise on possible responses to inaccuracy.
- Must prioritise discharging the council's warning and informing duties, as part of the team's incident response requirements

## **Specific Qualifications and Experience**

- 3 A Levels, NVQ 3, HND or diploma (or equivalent experience)
- Confident using IT platforms relevant to the role, such as social media management systems, email marketing software, Canva (or equivalent), Powtoon (or equivalent), imovie, digital asset management, media management tools, and website CMS software.
- Experience relevant to the responsibilities in communications and/or journalism
- Experience of writing copy/comment for the media, online channels and a range of publications and audiences
- Production of digital content to support the councils' news agenda and social media activities
- Experience of exercising political awareness and providing impartial advice.

## **Personal Qualities & Attributes**

- Excellent interpersonal skills including the ability to communicate clearly both orally and in writing
- Ability to absorb subject matter quickly and convey it accurately and in an engaging way
- Ability to organise, prioritise and manage a number of projects
- Able to build credible and strong working relationships.
- Commercial acumen and ability to identify income generation opportunities for the team

## **Job Requirements**

- Must be prepared and able to drive, or use public transport, to perform the role if necessary.