



Role Description and Employee Specification

Job Title:	Communications Officer	Location:	Witney
Department:	Communications and Corporate Strategy	Service:	Governance
Reports to:	Communications Manager	Working Hours:	37 hours per week
Salary:	£34,033	Peer Group:	PGC15
Business World Post Number:	New Post	Job Group:	Specialist – Level I
Contract Type:	Up to 12 months Fixed Term (Maternity Cover)	Direct Reports:	None

Overall purpose of the Post:	<ul style="list-style-type: none"> Play a key role in delivering West Oxfordshire District Council's ambitious Council Plan by delivering external and internal communications across a wide range of channels Support West Oxfordshire District Council in engaging with its residents, businesses and communities Support the Communications Manager in delivering a modern and effective communications service for the Council
Key Tasks and Responsibilities:	<ul style="list-style-type: none"> Plan, deliver and evaluate targeted communications, marketing and reactive support across a wide range of council services Support councillors and officers with strategic advice across a wide range of disciplines including: campaign planning, media relations, internal comms and marketing Support the Communications Manager with maintaining the corporate website, employee portal and other digital channels Deliver content for a wide range of channels including digital, social, web, out-of-home and print Develop and maintain effective relationships both internally and externally Support with the delivery of meaningful and engaging internal communications along with helping to manage the council's brand Help manage the council's reputation by responding to media enquiries, issuing proactive media releases and advising colleagues around PR best practice <p>The responsibilities outlined are not intended to totally encompass or define all tasks that may be required of the post-holder. The post-holder will be required to undertake duties commensurate to the grade of this position.</p>

<p>Essential Requirements – Knowledge, Qualifications, Skills, Abilities and Experience:</p>	<p>Experience</p> <ul style="list-style-type: none"> • Experience in a communications, marketing or other related role with required skillsets • Demonstrable up-to-date understanding and experience of effective communications techniques and practices across a wide range of channels including digital, print, out-of-house, etc • A proven track record of developing and implementing successful, innovative communications tailored to audiences • Proven ability to work independently with an innovative approach to work, always looking to improve and explore new ideas • Ability to form productive, professional working relationships with councillors, staff and partners at all levels, both internally and externally • Knowledge and experience of project management skills to effectively plan and deliver complex projects <p>Skills</p> <ul style="list-style-type: none"> • Excellent standards of written and verbal communication with the ability to produce copy for a wide variety of audiences and communicate complex information in Plain English • Strong news sense and a clear understanding of risks and issues in relation to publicity • A good standard of filming and photography skills, able to take images and video appropriate to different channels and audiences • Understanding and experience of using social media and other digital channels to achieve communications objectives • Creative, self-starter with the confidence and ability to take ownership and responsibility for work • Ability to use time effectively and to operate to tight deadlines and manage under pressure • Flexible team player able to work outside normal office hours and to travel across the geography covered by West Oxfordshire District Council as required • Operate with integrity and build trust amongst others • Ability to influence and inspire colleagues to successfully deliver high quality communications and marketing • Ability to interpret relevant complex regulation, legislation and guidance • A clear understanding of the law as it relates to publicity, including the Local Government Act 1998 and the Government's Recommended Code of Practice for Local Authority Publicity <p>Qualifications</p> <ul style="list-style-type: none"> • Educated to degree level, ideally in a relevant subject, or have equivalent experience in the profession
<p>Desirable Requirements – Qualifications, Skills and Abilities:</p>	<ul style="list-style-type: none"> • Proven track record of working in a public sector or similar environment • Knowledge, understanding or experience of project management • Relevant professional qualifications in public relations, marketing or related field • Understanding of working in a political organisation

General Accountabilities:	<p>Safeguarding – The Council is committed to meeting its statutory and moral duties to safeguard and promote the welfare of children, young people under 18 years of age and adults at risk who are the recipients of its services and/or activities.</p> <p>The post holder is responsible for maintaining a safe work environment and ensuring as far as reasonably practicable that safe working practices are adopted by employees within this work environment.</p> <p>Work in compliance with the Codes of Conduct, Regulations and policies of the council.</p> <p>To support the response to a major incident, including taking up a designated role within the emergency management framework.</p> <p>To support the Chief Executive/Returning Officer in administering election responsibilities</p>
Special Conditions:	<p>You will be expected to work reasonable additional hours in line with the needs of the service.</p> <p>There may be a requirement to work at other locations to meet the needs of the business.</p> <p>Full UK Driving Licence.</p> <p>Ability to travel / access to a vehicle for work purposes.</p> <p>Politically restricted postholders are restricted from canvassing on behalf of a political party or for a person who is, or seeks to be, a candidate for election to a local authority, the House of Commons, or the European Parliament.</p>
Date Reviewed:	
Checked by HRBP	