**Job description**

# Section A: Job profile

The job profile outlines key information relating to the salary and working conditions e.g., location of a job, along with the current focus of the role and a brief description of the main duties*.*

## Job details

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| Job title: | Communications and media officer |
| Salary: | £40,476 to £43,693 |
| Grade: | 11 |
| Hours: | 37 hours per week, plus additional hours as part of a paid for on-call duty system |
| Team: | Communications and media team |
| Service area: | Communications, marketing and engagement |
| Primary location: | Hybrid with the primary location County Hall, Oxford  Each role at the county council is different and we know the needs of individuals are also varied, and so our approach to where and how often we would like to see you in person will be taken depending on the requirements of the role and in collaboration with you as part of the recruitment process. |
| Budget responsibility: | No |
| Responsible to: | Paul Smith (Communications and Media Manager) |
| Responsible for: | No |
| Political restricted post: | Yes |

## Job purpose

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| This is a permanent post in the communications and media team based within the corporate communications, marketing and engagement service.  The purpose is to work collaboratively and in support of the communications, marketing and engagement team in the development, delivery and evaluation of:   * The councils’ communications strategies * The communications forward plan * Development and defence of the corporate brand * The guardianship and development of the councils’ reputation. |

## Job responsibilities

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| **Key role responsibilities:**   * Produce, commission, develop, research, plan and deliver the above, using a broad range of communications skills including:   + Media management   + Public affairs   + Campaign management   + Internal communications and staff engagement   + Marketing   + Consultation   + Digital and social media   + Creative media services   + Corporate branding. * Help residents understand council business and the value delivered by the council through the development of a variety of news and storytelling content. * Act as key account holder for several council services and projects, taking responsibility for their public profile and for senior stakeholder relationships. * Provide expert and professional advice to cabinet members, directors and senior officers on the promotion and protection of the councils’ work through local, national and specialist media. * Demonstrate a thorough understanding of the councils’ strategic requirements and demonstrate the ability to influence key stakeholders where required to deliver best outcomes. * Promote and protect the council’s reputation through the local, regional, national and trade media. * Advocate and win buy-in for a strategic approach to corporate communications with senior officers and their teams to support a joined-up approach to corporate objectives. * Reactive and proactive media management including planning and delivery of positive coverage in all media. * Be a constituent part of an out of hours duty system for activation in emergency situations with reference to emergency planning and fire and rescue covering weekends and evenings and including media monitoring responsibilities.   **Main duties:**   * Exert quality control over communication products and decide when they are ready to be issued. Negotiate amendments to publications to ensure these meet objectives and are factually accurate. * Monitor and evaluate media and social media coverage; feedback to internal clients. * Proactively horizon scan for opportunities to benefit the reputation of the organisation and for potential risks. Proactively devise appropriate solutions and brief clients on these to win their buy-in. * With the support of the communications and media manager, manage and prioritise incoming work requests from service areas, managing expectations and demand in a busy newsroom environment. * Arrange and manage appropriate responses to media enquiries, keeping senior officers and members briefed on complex and sensitive reputational issues. * Manage, develop and maintain excellent relationships with the media. * Manage the relationship between a nominated directorate and the communications team, producing an annual communications plan as part of the corporate communications forward planning process. * Research, co-ordinate, write and secure the placement of short and long-form editorial news and thought leadership content in various formats for different audiences and channels – the web, media, news and community sites, social media and newsletters. * Develop, edit and use a diverse range of quality video content to communicate news. * Arrange and manage photo and video opportunities and publicity events, liaising with the council videographer where needed. * Identify potential 'problem' areas and project manage media strategies to counter negative publicity and risks to the council’s reputation. * Develop and deliver strategic communications campaigns that support the organisation’s corporate priorities and major projects, showing the ability to commission supporting elements from colleagues and manage their contributions. * Contribute to and support corporate campaigns led by other communications and marketing colleagues. * Work across the public affairs, policy and partnerships directorate to develop evidence-based, customer-first communications strategies. * Support the growth of the council’s e-newsletter database through the provision of engaging news content. * Oversee the work of third-party contractors carrying out communications and marketing activities on behalf of the council; provide quality control. * Advise and assist senior councillors in strategic media handling, issue management and PR strategy. * Provide continuity and resilience in respect of knowledge of the council, client relationships, systems and procedures. * As part of the wider corporate communications, marketing and engagement team deliver high quality communications that contribute to enhancing the council’s reputation, positive engagement with the public, staff engagement, media handling, public affairs and marketing. * Undertake assigned projects, ensuring that agreed outcomes are delivered on time, within budget and to expected standards. * Work with communications colleagues on creative thinking that will lead to campaigning that integrates all marketing and communications disciplines to effectively reach internal and external target audiences in innovative and economical ways. * Work collaboratively with and in support of colleagues in the whole communications, marketing and engagement team using a variety of skills and techniques sometimes outside your specialist field. * Develop and maintain strong links with partner organisations, in particular their media and communications teams. * Willingness to work out of usual office hours and away from the office as required. * Any other duties as may be deemed necessary to carry out the full remit of the role.   **All team members will be expected to ensure that:**   * All communications activities with colleagues and councillors are effective, appropriately planned and delivered to improve the reach and distribution of corporate messages. |

# Our values

Our organisational values underpin everything we do and say and are supported by policies, processes and guidance. In short, our values describe ‘the way we do things here’ so that we deliver great services for our residents. Our values are:

* Always learning
* Be kind and care
* Equality and integrity in all we do
* Taking responsibility
* Daring to do it differently.

Everyone that works for us demonstrates their commitment to these values. We will ask you to demonstrate your commitment to these values, and their associated behaviours, throughout the application process.

# Section B: Selection criteria/person specification

This section provides a list of essential and desirable criteria that detail the skills, knowledge, behaviours, qualifications and experience that a candidate should have to perform the job.

Each of the criteria listed below, and your commitment to our values, will be measured through the application form/CV (A) and optionally one or more of the following - a test / exercise (T), an interview (I), a presentation (P) or documentation (D). You must provide a supporting statement as part of your application which includes examples and evidence of when you have demonstrated the criteria listed below.

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| Essential criteria | Assessed by: |
| **Qualification, training and experience:** | A, D, I |
| Substantial relevant professional communications experience including working with/within the media. |  |
| Experience of working in a high pressure, deadline driven environment demonstrating the ability to work calmly, independently and use initiative and organisational skills to manage a large number of tasks to multiple deadlines. |  |
| Experience in working with senior representatives and advising them on how best to communicate using the media. |  |
| Experience of working with the media at all levels and have excellent journalistic skills and news sense and in developing effective news management strategies. |  |
| Experience of using a range of communication and engagement methods and channels including verbal, written, web based, presentational, digital, video and e- communications. |  |
| **Knowledge and understanding:** | A, I |
| Knowledge of digital media, social media and video. |  |
| An understanding of the news creation process and culture and structure of the local, national, trade and broadcast media. |  |
| Skills: | A, I, T |
| Excellent, speedy and accurate copywriting skills. |  |
| Good news sense. |  |
| Political management skills, including the ability to develop and maintain effective working relationships with elected members and our partners, interpreting the political climate to achieve change. |  |
| Project management skills and the ability to take the lead on the management of key issues internally and externally. |  |
| Excellent organisational and communication skills. |  |
| Competence in using standard office IT applications such as Word, Outlook etc. |  |
| Abilities: | A, I, T |
| Ability to think strategically in managing sensitive and important issues. |  |
| Ability to spot publicity opportunities, hazards and pitfalls and help manage crises. |  |
| Ability to work under pressure and to tight deadlines as well as coping with heavy workloads. |  |
| Ability to prioritise. |  |
| Ability to treat sensitive information with the utmost discretion and care. |  |
| Ability to interpret and distil complex information into plain English fast and accurately. |  |
| Flexibility and ability to work as part of a team unit. |  |
| Ability to spot publicity opportunities, hazards and pitfalls and help manage crises. |  |
| Desirable criteria | Assessed by: |
| **Personal qualities:**   * personable and diplomatic * strong interpersonal skills, adept at relationship management * creative and self-motivated team player * drive, energy, resilience and enthusiasm * commitment * clarity of vision * calm under pressure * thorough and accurate * willingness to work out of usual office hours, away from the office and travel around the county as required. | A, I |
| **Generic job-related competencies:**   * **Active communication** – actively consults and supports the flow of communication through the organisation and provides a compelling vision to others. * **Decision-making** – makes clear decisions that take full account of value for money, cost management, efficiency and risk * **Delivering results** – consistently delivers stretching objectives through effective prioritisation, project management and the efficient use of resources. * **Customer focus** – retains responsibility for high levels of external and internal customer service through active feedback and a strong understanding of diverse customers. * **Strategic awareness and understanding** – develops effective internal and external relationships and networks that enable the understanding and delivery of broad organisational goals and strategic requirements. * **Personal effectiveness** – acts with high levels of trust and personal accountability and responds positively to change and opportunities for personal development. | A, I |

# Section C: Pre-employment checks

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates. Further information can be found here [Pre-employment checks](https://www2.oxfordshire.gov.uk/cms/content/support-attending-interviews)

Additional pre employment checks specific to this role are identified below (those ticked).

|  |  |  |  |
| --- | --- | --- | --- |
|  | Enhanced Disclosure and Barring Service check with Children’s and Adults Barred List |  | Enhanced Disclosure and Barring Service check without [an Adult/Children’s barred list check](https://intranet.oxfordshire.gov.uk/cms/content/safer-recruitment-and-disclosure-and-barring-service-checks#enhanced-dbs-check-without-an-adult-childrens-barred-list-check) |
|  | Enhanced Disclosure and Barring Service check with Children’s Barred List |  | Enhanced Disclosure and Barring Service check with Adults Barred List |
|  | Standard Disclosure and Barring Service check |  | Basic Disclosure |
|  | Disqualification for Caring for Children (Education) |  | Overseas Criminal Record Checks |
|  | Prohibition from Teaching |  | Professional Registration |
|  | Non police personnel vetting |  | Disqualification from Caring |

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|  | Other (please specify): |

# Section D: Working conditions

This is a guide to the working conditions and the potential hazards and risks that may be faced by the post-holder.

## Health and safety at work

You are responsible for your own health, safety and wellbeing, and undertaking health and safety duties and responsibilities for your role as specified within Oxfordshire County Councils Health and Safety Policy.

The potential significant hazard(s) and risk(s) for this job are identified below (those ticked).

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|  | Provision of personal care on a regular basis |  | Driving HGV or LGV for work |
|  | Regular manual handling (which includes assisting, manoeuvring, pushing and pulling) of people (including pupils) or objects |  | Any other frequent driving or prolonged driving at work activities (e.g. long journeys driving own private vehicle or a council vehicle for work purposes) |
|  | Working at height/ using ladders on a regular/ repetitive basis |  | Restricted postural change – prolonged sitting |
|  | Lone working on a regular basis |  | Restricted postural change – prolonged standing |
|  | Night work |  | Regular/repetitive bending/ squatting/ kneeling/crouching |
|  | Rotating shift work |  | Manual cleaning/ domestic duties |
|  | Working on/ or near a road |  | Regular work outdoors |
|  | Significant use of computers (display screen equipment) |  | Work with vulnerable children or vulnerable adults |
|  | Undertaking repetitive tasks |  | Working with challenging behaviours |
|  | Continual telephone use (call centres) |  | Regular work with skin irritants/ allergens |
|  | Work requiring hearing protection (exposure to noise above action levels) |  | Regular work with respiratory irritants/ allergens (exposure to dust, fumes, chemicals, fibres) |
|  | Work requiring respirators or masks |  | Work with vibrating tools/ machinery |
|  | Work involving food handling |  | Work with waste, refuse |
|  | Potential exposure to blood or bodily fluids |  | Face to face contact with members of the public |

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|  | Other (please specify): |