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| Service and job specific context statement | |
| **Directorate:** | Business and Environmental Services |
| **Service:** | Local Enterprise Partnership |
| **Post title:** | Communications Officer |
| **Grade:** | J |
| **Responsible to:** | LEP Senior Communications Officer |
| **Staff managed:** | None |
| **Date of issue:** | November 2022 |
| **Job family:** | **C&A - Customer & Administration** |

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| Job context |
| The LEP’s Communications Unit provides a communications service which covers media relations, web and internet (including social media), internal communications, marketing, consultation, campaigns, corporate identity, design and public information, working with all services, at all levels and with external organisations. This role involves spoken communications so a confident use of English language is required.   * The role forms part of a small, yet high performing team, providing strategic advice and guidance, as well as delivering communications service for the LEP and LEP delivered programmes. * This post will be responsible for delivery of a broad range of marketing communications, digital marketing, PR activities and internal communications within a team of communications officers. * Develop effective working relationships with key officers, members, partners and journalists to deliver communications activities. * Support the development of a forward planning process, developing and delivering communications strategies, plans and campaigns to meet the needs of the LEP delivery plan and LEP led programmes. * Provide support for publications, incorporating the writing, editing, design and production of a range of publications in print, broadcast and online * Support and deliver PR activities, including events * Evaluate and report on communications using data available and seek to improve performance as a result. * Use content management and customer relationship manager systems to develop and deliver effective and tailored communications |

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| **Structure** |

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| Job Description | |
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| Job purpose | The core focus of this job is to support the delivery of a professional communications service for the LEP. The post holder will do this by providing a communications service using a range of communications channels, tools and techniques, enabling and delivering successful outcomes for services and customers, through a range of projects and campaigns. |
| Operational management | * Be responsible for the production and delivery of agreed projects and programmes, such as events, PR and digital marketing campaigns using the relevant communications techniques, to the required cost, time and quality. * Develop communication solutions, offering support, advice and guidance. * Work in collaboration alongside other officers in the team to deliver services using the relevant skills in the unit to form multi-disciplinary teams. * Provide project management through the production of schedules, briefing and liaising with staff, external/internal suppliers and agencies and partners as required. * Ensure that all work is delivered to relevant council standards and to professional communications standards and that, there is a focus on performance and objectives. * Provide support to the Senior Communications Officer to deliver communications strategy, plans and campaigns against the LEP delivery plan. * Deliver on allocated targets as set out in the communications service plan. |
| Communications | * Develop and maintain good communications and collaborative working relationships with staff, customers and partners. * Demonstrate a good understanding of service and directorate objectives, through communications and engagement support. * Positively promote a professional standard of communications in both written and oral communications, to both internal and external audiences. * Demonstrate effective communications including skills in negotiating, influencing change, providing advice and guidance, promotion, consulting, liaising and engaging as part of the ongoing work of the unit. |
| Partnership / corporate working | * Work collaboratively and proactively with colleagues, partners, other county council staff, members, schools, outside bodies, the general public and suppliers to deliver communications projects. |
| Resource management | * Within the constraints of the particular project or campaign, be responsible for directing the work of a multi-skilled team and ensure allocated project budgets are effectively managed. * Support the communications team in managing external resources, contracts and suppliers who are commissioned to provide a service to the LEP. * Support in delivering high standards of performance against agreed indicators, reporting back where relevant. |
| Systems and information | * Use appropriate systems and tools to support the management and delivery of projects and campaigns including software from the Microsoft office suite (word, excel, PowerPoint and publisher) as well as bespoke content management systems, social media tools and other reporting and monitoring tools |
| Strategic management | * Contribute to the achievement of the communications team’s priorities and plan * Contribute to the on-going review of continuous improvement of services provided by the team. |

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| Person Specification | |
| Essential upon appointment | **Desirable on appointment** |
| Knowledge   * Good understanding and practical application of communications activities across a broad range of media, including digital * Understanding the principles underpinning communication with audiences, using different messages and tools. * Understanding of the role of communications in large, complex organisations and its role in contributing to strategic goals. | * Knowledge of relevant legislation * Knowledge of the public sector * Project management skills * Knowledge of good practice standards in relation to communication. * Knowledge and experience of business/ rural/ partnership contexts |
| Experience   * Experience within a relevant communications field, of delivering projects and campaigns successfully. * Experience of working with multi-disciplinary teams and a range of stakeholders to deliver successful outcomes. * Experience of leading communications projects (such as campaigns and events), in a changing organisational environment, delivering against targets. | * Experience of working in a public sector environment * Experience of budget management * Experience of project management |
| Occupational Skills   * Demonstrable professional skills in the field of communications, including the ability to engage and communicate with service users and with a range of other stakeholders. * The ability to converse at ease with customers and provide advice in accurate spoken English is essential for the post. * Ability to engage, influence and effect change, understanding the key drivers for successful communication and to develop effective briefings for activities * Ability to use initiative to solve problems, working effectively with others to find solutions * Ability to focus on customer outcomes, paying attention to detail, understanding impacts on others * Ability to use all forms of communication, including written and oral, efficiently and effectively. * Ability to manage own workload and prioritise effectively. * Ability to support, challenge and motivate staff, from other service areas, working in multi-disciplinary teams * Ability to monitor services and practices to ensure agreed standards are maintained, committed to quality and accessibility * Flexible approach with the ability to respond effectively to changing circumstances and priorities, without losing focus or direction. | * Planning and project management skills |
| Professional Qualifications/Training/Registrations required by law, and/or essential for the performance of the role   * Formal qualification to degree level or equivalent (level 6) in a communications or related area | * Membership of relevant professional body or society |
| Other Requirements   * Ability to travel across York and North Yorkshire |  |
| Behaviours | [Link](http://www.northyorks.gov.uk/article/23524/What-you-should-know-before-applying-for-a-job) |

NB – Assessment criteria for recruitment will be notified separately.  
Optional - Statement for recruitment purposes: You should use this information to make the best of your application by identifying some specific pieces of work you may have undertaken in any of these areas. You will be tested in some or all of the skill specific areas over the course of the selection process.