

Role Profile

Part A - Grade & Structure Information

Job Family Code	9BF	Role Title	Senior Communications Officer
Grade	PS9	Reports to (role title)	Senior Communications Manager
		Directorate/School	Communications & Engagement
JE Band	314-370	Service/Department	Communications
		Date Role Profile was created	Nov-22

Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

Role Purpose including key outputs	Supports design, delivery and evaluation of service communications using relevant tools and guidance. Ensuring that this fits within the council's overall communications objectives. Acts a subject specialist for a key council service, either in support for a department, or a communications service, e.g. highways, internal communications. Play a key role in the production of high quality promotional material and the identification of positive stories about the work of the council and its staff. Gathers insights on staff internal communications use and preferences, and develop comms offer accordingly. Support the handling of media relations with support of wider Comms service. Support the delivery in internal communications and staff engagement. Review staff feedback to assess the effectiveness of staff communications. Deputises for line manager.
Work Context	The communications service works with the leadership of the council to promote the aims and achievements of the council to residents, partners and key stakeholders. This role plays a key role in liaising with stakeholders both within the council and externally to ensure the delivery of high quality communications service that promotes the needs of individual services of the council while supporting the overall objectives of the council. The council seeks to encourage genuine engagement between service users and service providers. Whilst the base for the role will be Woodhatch, it is a requirement that you will be required to work from other area offices as dictated by service needs. The postholder may be required to work flexibly and, occasionally, out of hours and some home working is permitted.
Line management responsibility if applicable	May have line management responsibility
Budget responsibility if applicable	

<p>Representative Accountabilities Typical accountabilities in roles at this level in this job family</p>	<p>Analysis, Reporting & Documentation</p> <ul style="list-style-type: none"> Assess or conduct analysis, presenting results and putting forward recommendations on managing more complex situations to support decision making. Analyse and make recommendations for improvement or development of existing systems, processes or policy. <p>Service Delivery</p> <ul style="list-style-type: none"> Maintain, develop and review systems, processes, procedures and working methods to maximise service quality, efficiency and compliance. Provide specialist/professional advice and recommendations within specific parameters to support informed decision making. <p>Planning & Organising</p> <ul style="list-style-type: none"> Plan workloads and secure resources to enable the team/s to achieve a quality service. Lead projects and reviews within a defined area of work as directed by their manager to support and enhance service delivery. <p>Finance/Resource Management</p> <ul style="list-style-type: none"> May assist with budget/resource management in accordance with the organisation's policies and procedures. May have delegated responsibility for a budget(s). <p>Work with others</p> <ul style="list-style-type: none"> Liaise, communicate and build relationships with other internal departments, customers, partner organisations, agencies and/or contractors to support and represent the team/service. <p>People Management</p> <ul style="list-style-type: none"> May manage a team operating in a well defined specialist area or oversee the delivery of a range of support services to a service or function. Monitor and support the performance management and development of team members to ensure that individual contributions are maximised. <p>And/Or</p> <ul style="list-style-type: none"> Operate as an individual responsible for the delivery of a high level/complex service. <p>Duties for all</p> <p>Values: To uphold the values and behaviours of the organisation.</p> <p>Equality & Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.</p> <p>Health, Safety & Welfare: To be responsible for ensuring health & safety policies, procedures and legislation are implemented, communicated and managed including making sure that health and safety responsibilities are fully understood and carried out by employees within their service area.</p> <p>To have regard to and comply with safeguarding policy and procedure as appropriate.</p>
<p>Education, Knowledge, Skills & Abilities, Experience and Personal Characteristics</p>	<ul style="list-style-type: none"> Degree qualified, or significant vocational experience demonstrating development through involvement in a series of progressively more demanding relevant work/roles. Professional qualification, or able to evidence knowledge and understanding of appropriate business disciplines. Comprehensive knowledge of computerised business systems in terms of functionality and capability (some roles). Knowledge of principles, practices, policies and procedures relating to business planning and financial and organisational management. Proven written and oral communication and interpersonal skills with good negotiation and influencing skills and the ability to work collaboratively with internal and external partners/professionals. Ability to understand, meet and exceed customer expectations. Ability to work on own initiative, with solution focused problem solving skills. Ability to manage a range of projects through to completion. Previous practical or professional experience and understanding of a specialist area or supporting service teams and/or providing support to the public. Previous management experience including staff supervision, development and organisational skills (where appropriate).
<p>Details of the specific qualifications and/or experience if required for the role in line with the above description</p>	<p>Experience of working communications roles, preferably within large organisations Experience of : - Media Relations - Campaign planning - Evaluation and internal communications. Experience of communications planning in complex stakeholder environments An ability interpret qualitative and quantitative data to develop a strong understanding of customer insight and use this to develop behavioural change.Strong writing and editing skills across a range of media, including digital, to ensure a high quality of publicity material.Travel around the county to meet the demands of the role.</p>
<p>Role Summary</p>	<p>Roles at this level are often professionally qualified roles, specialists, or project officers providing advice and support to their customers, or lead and manage the work of larger teams. They will plan and ensure progress within established procedures and policy, and respond effectively to changing priorities and different situations. They will have a fair degree of autonomy and work closely with customers, staff, partners, third parties agencies and/or contractors and have a primary role ensuring their services achieve the agreed service standards in a cost effective way and in improving quality standards. Forward planning could be for months ahead and the role will contribute to longer-term development. Work requires the consideration of future implications beyond the immediate problems.</p>
<p>Reference Number</p>	<p>BM-2019-372</p>