

# Epsom & Ewell Borough Council

## Role Profile

<b>Role Title:</b>	Communications Officer
<b>Job Family:</b>	Professional Support (G7)
<b>Service:</b>	Chief Executive
<b>Location:</b>	Town Hall
<b>Reporting To:</b>	Communications and Engagement Manager

<b>Role Purpose:</b>  <i>Why the role exists and its contribution</i>	<p>To work as part of the Communications Team to:</p> <ul style="list-style-type: none"> <li>• Develop and deliver high quality and effective communications plans and campaigns that engage our audiences</li> <li>• Develop and improve our internal communications function within the Council</li> <li>• Enhance and protect the Council's reputation and brand.</li> </ul> <p>To provide effective support within a professional service which enables the Council to deliver high standards and meet statutory requirements.</p> <p>As a member of the Council's staff, contribute to the achievement of the Council's corporate vision, behaviours and priorities and the development of the Council's positive high performing culture.</p>
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## Main Duties and accountabilities

<b>Service Specific</b>	<ul style="list-style-type: none"> <li>• Support the development and delivery of the Communications Strategy and associated activity plan to support core Council priorities</li> <li>• Effectively communicate key messages, information and compelling stories through a variety of channels</li> <li>• Take a proactive approach to employee and audience engagement, keeping internal and external stakeholders informed about Council priorities, services and campaigns</li> <li>• Produce high-quality visual content, including images and graphics, and engaging copy for written and digital media</li> <li>• Contribute to an effective media service, managing contacts with the press and making effective use of online and social media</li> </ul>
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	<ul style="list-style-type: none"> <li>• Build partnerships and drive activity to respond to the needs of the community, to ensure the Council has a responsive and high-profile presence</li> <li>• Help develop and support standards of accessibility, clarity and brand identity</li> <li>• Provide support to service areas and business support in the preparation of consultation material</li> <li>• Support the Council's communication response in a crisis/emergency.</li> <li>• Contribute to the provision of an on-call out of hours function on evenings and weekends on a rota basis</li> <li>• Support and attend Council events and meetings to help provide consistent messaging and promotion.</li> </ul>
<b>Generic Duties</b>	<p><b>Professional Support</b></p> <ul style="list-style-type: none"> <li>• Support and assist with project work where appropriate</li> <li>• Collate and present relevant data/information to enable the organisation to make informed decisions.</li> <li>• Seek, build and maintain good relationships with senior managers, business partners, other Councils and all levels of staff.</li> </ul>

The key decision making areas in the role	
<p>Communicating on the Council's behalf</p> <p>Maintaining the Council's reputation at all times</p> <p>Understanding of service areas' priorities to be able to effectively communicate with internal and external customers</p>	
Customers and contacts	
<p>All Council staff, Elected Members, Residents and Residents Groups, Local Businesses, Government Departments and Agencies, Developers, Housing Associations, Community Groups.</p>	

Dimensions of the role	
Financial	Non-financial
	<ul style="list-style-type: none"> <li>Managing campaigns and communications projects, both internal and external</li> <li>Reputation management</li> </ul>

# Person Specification

<b>Qualifications and Training</b>	Essential (E) or Desirable (D)	Application	Interview/ Assessment
Educated to degree level or equivalent relevant professional qualification and expertise	E		
Marketing or PR qualification (CAM, CIM, CIPR or equivalent)	D		
Membership of relevant body	D		
<b>Knowledge and Experience</b>			
Demonstrable experience in a communications role	E		
Experience of internal communications and employee engagement	E		
Experience of developing and delivering high quality communications plans and campaigns using a range of channels and tactics	E		
Ability to create engaging content, copywriting and editorial	E		
Experience of creative design software such as Adobe Creative Suite (InDesign, Photoshop) or free tools such as Canva	D		
Experience of producing engaging communications to deadline	E		
Experience of communications within a local authority, the dynamics between elected members and officers and decision making in local councils	D		
<b>Skills</b>			
Excellent communicator with the ability to tailor communications to a variety of different audiences	E		
Good influencing skills and ability to provide advice to stakeholders	E		
Excellent copywriting, editing and proofreading skills	E		
Able to exercise judgement and use creative thinking	E		
Able to multi task and deal with competing priorities	E		
Able to develop trust and rapport	E		
Able to motivate and act as a champion for change	E		
Able to communicate on behalf of the Council on a range of issues	E		

A motivated, resilient self-starter who also thrives as part of a team.	E		
<b>Additional Requirements</b>			
No contra-indications in personal background or criminal record indicating unsuitability in this role	E		
Legally entitled to work in the UK.	E		
Willingness to work alongside other staff when needed on Elections	E		
Access to a computer from home with broadband access if regular or occasional home working has been agreed	E		