

Waverley is an ambitious authority, committed to being one of the leading councils in the country at a time of major change by developing a high performing, highly engaged staff team to share the organisation's values and deliver our corporate objectives.

JOB DESCRIPTION	
Job title:	Communications and Engagement Officer
Service:	Communications and Customer Service
Team:	Communications and Engagement
Location:	The Burys, Godalming, Surrey, GU7 1HR
Reporting to:	Ian Mackie
Responsible for:	N/A
OUR ORGANISATIONAL VALUES	
Openness	In Waverley we value openness and honesty where communication is clear and constructive and actions are transparent .
Excellence	In Waverley we value excellence , working in a consistent and professional way to achieve the highest standards possible, taking the time to recognise and celebrate success .
Fairness	In Waverley we value fairness and respect , working with integrity to ensure that everyone is treated well and has equal access to the opportunities available.
Team Work	In Waverley we value team work and collaboration , with approachable staff actively contributing to our shared corporate goals.
Taking Ownership	In Waverley we value taking ownership , where everyone feels personally committed to issues at hand and is working towards a positive outcome .
PRINCIPAL PURPOSE OF THE ROLE	
<ul style="list-style-type: none"> • Help the council to reach, engage and listen to the views of key stakeholders, including its staff, residents and external partners. • Support the Communications and Engagement Manager to implement the communications activities and campaigns set out in the Annual Communications Plan, Communications and Engagement Strategy and Internal Communications 	

Strategy, using a range of channels and skills and ensuring that insight, research and evaluation underpins all work.

- Manage and improve the council's reputation and relationships, while owning and developing our communications channels, ensuring that our corporate priorities underpin all communications.

MAIN DUTIES AND ACCOUNTABILITIES

Strategic communications, engagement and campaigns

- Develop good working relationships with and guide internal customers, including senior managers and councillors, advising on the most effective approaches to communication and engagement campaigns and projects, messaging and techniques.
- Develop, plan, deliver and evaluate communication activities and campaigns for a range of services, clearly setting out key messages, audiences and stakeholders, channels, deadlines, budget requirements, research and data within communication plans.
- Effectively manage a caseload of communications projects alongside reactive communications requests and demands, by re-assessing priorities with the Communications and Engagement Manager.
- Produce and create high quality, targeted and engaging copy and content for different audiences and communications channels including the website, press releases, social media, publications and other communications and marketing materials, in conjunction with senior managers.
- Work with and brief suppliers and designers.
- Using the council's website content management system, publish webpages and new stories in line with campaign plans.
- Advise colleagues on brand guidelines and quality standards.
- Engage, work and build alliances with partners, third parties and key stakeholders to help to disseminate messages, share information and listen to views - bringing this knowledge back to help inform the work the council does.
- Train and empower colleagues on communication matters, including content creation for social media.
- Keep abreast of the latest developments and techniques in communications, PR, engagement and social media and appropriately apply them to work.
- Monitor the effectiveness of, and make recommendations for improving campaigns and communications channels.
- Be familiar with crisis management procedures, including the council's Emergency Plan and Communications Emergency Plan. Take ownership of, and be a single point of contact for, emergency communications on an occasional basis; liaising with and reporting back to the Emergency Management Team during and after incidents.
- Apply best practice to ensure Waverley's communications are inclusive and accessible. Ensure that communications are compliant with legislation including to the Disability Discrimination Act, Data Protection Act, and Recommended Code of Practice for Local Authority Publicity, copyright and other legislation as may be appropriate.
- Any other communication, PR and engagement projects/duties that can reasonably be expected of the post.

Media relations

- Build constructive relationships with the local media by effectively handling proactive and reactive media matters; ensuring that the media database is kept up to date at all times.
- Manage a caseload of media enquiries, often under pressure and to tight timescales.
- Liaise in a timely and effective fashion with senior managers and councillors to draft, secure sign off and publish press releases and statements and setting up photo calls and interviews.
- Monitor and assess media coverage in terms of accuracy and the impact on the council's reputation.

Internal Communications

- Support the delivery of internal communications and corporate internal projects and events.
- Write and produce content for the staff intranet and staff newsletter.

Business Continuity

- Play a pivotal role in business continuity planning and should the need arise assist in ensuring business recovery of key service provision in a 24 hour window.

Health and Safety

Comply with all Health and safety legislation for your area of work, ensuring that risks are identified, managed and monitored as required

DIMENSIONS OF THE ROLE

- Responding to up to 5 media enquiries per week
- Producing between 5 – 10 press releases per month
- Producing up to five corporate publications per year
- Producing up to 50 smaller publications such as leaflets and posters a year
- Project managing up to 20 communications campaigns and projects a year
- Scheduling up to 20 social media posts per week
- Providing communication and PR support and guidance to senior managers and councillors across all areas of the council.

AREAS OF ACCOUNTABILITY/PROBLEM SOLVING – DECISION MAKING / SCOPE FOR IMPACT

- Making sure stakeholders are aware of the work we do for the community and that we help to build a great reputation for the council are high priorities - and the Communication and Engagement Team play a key role in this.
- Strong political awareness and excellent judgement, balanced with strong communications skills are required for making editorial decisions on the content of council publications, press releases, social media and the website as well as internal communications including email and intranet.

- Attention to detail and the ability to analyse and interpret information and data is essential for accurate reporting and making recommendations to the Communications and Engagement Manager and senior managers.
- The ability to process information quickly, build effective relationships with senior managers and councillors will be required to advise on high level decision making about communications and PR.

PLANNING/ORGANISING/CONTROLLING

- Organising and managing own workload with corporate priorities and agreed personal objectives
- Advising members, heads of service and managers
- Preparing communications plans and campaigns, working to deadlines
- Recommending responses to media enquiries and communication activities
- Advising on the council's brand
- Managing the council's reputation

CUSTOMERS AND CONTACTS

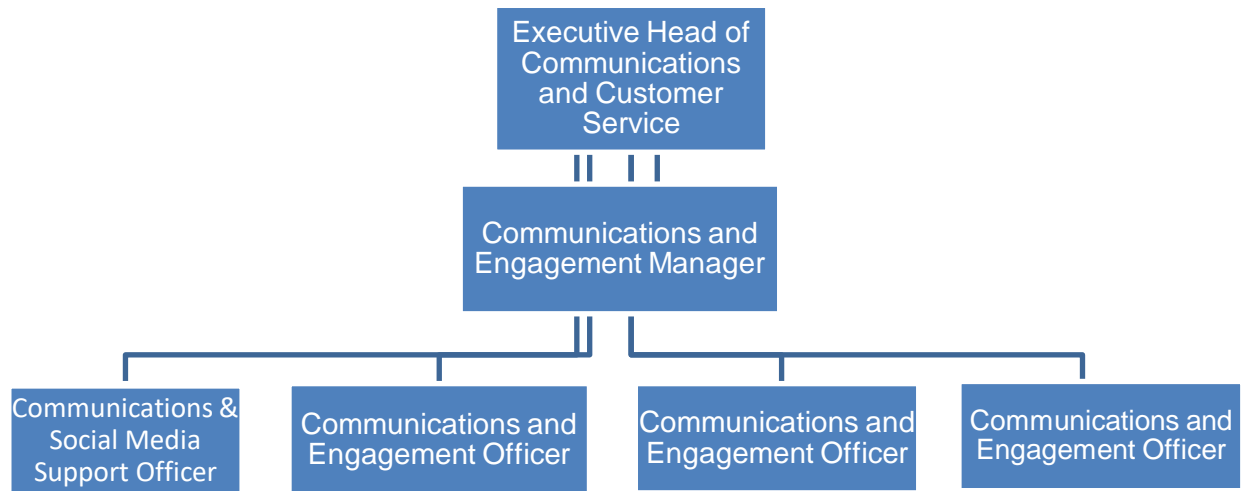
INTERNAL

- Strategic Directors
- Executive Heads of Service
- Managers Group
- Councillors
- Other officers

EXTERNAL

- Journalists
- Designers/printers
- Members of the public
- Partner agencies

SERVICE/TEAM STRUCTURE



PERSON SPECIFICATION

Candidates must be able to demonstrate, giving examples, **all essential criteria** marked as A, A/C, A/I/E or A/I within their application form to be shortlisted for this role.

PERSON SPECIFICATION				
	ESSENTIAL CRITERIA	How ASSESSED	DESIRABLE CRITERIA	How ASSESSED
QUALIFICATIONS/ EDUCATION / TRAINING / EXPERIENCE	NVQ 5, degree or equivalent	A/C	CIM / CIPR / NCTJ qualification	A/C
	Proven experience of communications, engagement, PR, marketing or journalism.	A/I	Experience of working in a local authority, public sector or not for profit sector	A/I
	Experience of working in a press office environment and working directly with the press.	A/I	Experience of creating simple branded documents such as posters using online templates.	A/I
			Experience of managing web, intranet and social media content via content management systems	A
KNOWLEDGE /TECHNICAL SKILLS	Demonstrable experience of researching, producing and editing targeted and high quality copy for written publications including press releases and digital media.	A/I	Political acumen and understanding of working in a political environment	A/I
	Experience of working with external suppliers of design and print.	A/I	Knowledge of current developments in public relations and digital communications and how they can be	A/I

			applied in the public sector.	
	Knowledge of industry standards and best practice in communications and public relations	A/I		A/I
	Experience of developing communication/marketing plans	A/I		
COMMUNICATION	Excellent verbal and written communication skills.	A / I / E		
	Accuracy and attention to detail.	A / I / E		
	Good research and analytical skills.	A / I / E		
CUSTOMER SERVICE	Experience of working with customers and/or clients an/or stakeholders	I		
	Ability to identify and clearly communicate key messages to a variety of audiences	A / I / E		
	Understanding of and commitment to promoting equality and diversity in service delivery and employment.	I		
TEAM WORKING	Experience of working as part of a team	I		
	Evidence of building relationships with	I		

	internal and external stakeholders.			
MANAGING SELF AND OTHERS	Ability to manage own caseload of projects, deal with conflicting priorities and multi-task.	I		
	Ability to influence and persuade senior manager decision making with clear, fact based reasoning.	I		
	Ability to work decisively and effectively under pressure and with tight timescales	I/E		
CAN DO APPROACH / ACHIEVING RESULTS	Ability to think creatively to identify promotional opportunities and them into action	I/E		
	Able to problem solve	I		
ADDITIONAL SPECIFIC REQUIREMENTS FOR THIS POST	For business continuity purposes you are required to have access to the internet at home via broadband on a PC, laptop or tablet. item	A		

How assessed

- A = Application CV/Personal Statement
- C = Certificates/professional Registration
- D = DBS police check
- E = Exercise
- I = Interview
- M = Medical assessment

Politically Sensitive post: Political Restrictions

Please note that the Local Government Officers (Political Restrictions) Regulations 1990 apply to this post. In general terms these provisions mean that the postholder is prohibited from:

- holding or standing for elected public office (except Town or Parish Councils);
- holding office in a political party;
- speaking or writing in public (including on social media) in a personal capacity in a way that might be regarded as favouring one or other political party;
- canvassing at elections

For Official Use only			
Job title:	Communications and PR Officer	Post no:	AF14
Service:	Policy and Governance	JE score:	308
Team:	Communications	Pay band:	7
Location:	The Burys Godalming, Surrey GU7 1HR	Position type: (if part time, working pattern)	Full time 37 Hours/ Five day week
Competencies: (level 1 – 4)	Communication:	2/3	
	Customer Service:	3	
	Team Working:	2/3	
	Managing Self and Others:	3	
	Can do approach/Results	2/3	
REVIEWED BY:	<i>Ian Mackie</i>	DATE:	October 2022
CHECKED IN:	HR	DATE:	
LAST UPDATED:	May 2023	DATE:	