

Job Description

JOB TITLE:	Communications Officer
GRADE:	J
POST NUMBER:	
DIRECTORATE:	Chief executives
SERVICE:	External Communications
RESPONSIBLE TO :	Senior Communications Officer
RESPONSIBLE FOR:	n/a
	This post is politically restricted.
JOB SUMMARY:	<p><u>MAIN PURPOSE OF THE JOB</u></p> <ol style="list-style-type: none"> 1 To support the delivery of an integrated corporate communications strategy which is widely owned, ambitious and secures demonstrable and measurable improvements in the way the council communicates both internally and externally. 2 To manage directorate communications, devising and implementing strategies, campaigns, consultations, (internal and external) in support of the corporate communications strategy, the corporate priorities and those set out by the Director of Communications and Marketing and the Head of External Communications. 3 To manage the council's relationships with the press and media and contribute to the promotion and protection of the Council's reputation. 4 To ensure that all resources are effectively deployed in pursuit of the goals and objectives set out in the council's corporate communications strategy.

	5 To use, build and enhance systems and processes for monitoring and evaluating media and other communications work.
ROLE REQUIREMENTS:	
1.	To contribute to and help deliver the council's corporate communications strategy based on the council's priorities.
2.	To proactively develop and manage the council's reputation in a way which positively enhances public perception of the council's brand and ensures that directorate and corporate successes are identified and celebrated.
3.	To build positive relationships with journalists, bloggers, council officers and others to plan stories, secure positive coverage and reduce reputational damage.
4.	To manage and be responsible for the council's integrated communications work (including media, marketing and publications, strategic planning, internal communications, public affairs, consultation/engagement and campaigns) to ensure that it is positive, honest, timely, accurate and represents the council's best interest at all times.
5.	To work with service managers and communication colleagues to secure positive coverage in the national, local, regional, BME and trade media.
6.	To maintain, in liaison with directorate managers, corporate communications standards across the authority, actively monitoring these and taking appropriate action as required, including drafting press releases.
7.	To devise and implement mechanisms for improving and delivering integrated communications between the council and its customers within the council's corporate standards and framework.
8.	To support internal communications ensuring that corporate standards are met and all staff receive regular and appropriate communication about the council, the directorate and their service and have the chance to contribute their comments and ideas.
9.	To support the production of corporate publications by writing and editing copy.
10.	To ensure consistency between internal and external communications, council and directorate work, the work of the Tower Hamlets Partnership and other partners.

11.	To advise directorates on the sequencing of using the web and intranet as appropriate to achieve directorate/service area objectives.
CORPORATE RESPONSIBILITIES	
12.	Actively contribute to the council's priorities and outcomes in a way that promotes a 'one organisation' approach.
13.	Develop and maintain positive relationships with colleagues, stakeholders and communities to ensure the council and the directorate strategic priorities are effectively implemented.
14.	Promote equality among all staff and ensure that services are delivered in a non-discriminatory way, that is inclusive of all disadvantaged groups.
15.	Support organisational change and learning, following and implementing appropriate systems of self-development, communication and engagement, quality measures, monitoring and review in delivering the functions of the role.
16.	Promote sustainability, including encouraging a culture of innovation and accountability amongst all council staff.
PERFORMANCE	
17.	Work collaboratively to devise and implement strategic communications campaigns and initiatives which can demonstrate value for money and measurable success.
18.	To develop and maintain appropriate and effective working relationships with relevant officers and Members in pursuit of corporate and directorate objectives and ensuring that you are fully aware of all activities and issues which may have communication implications.
19.	To provide professional advice and support on all communications issues to senior officers and lead Members, referring to the Communications Management Team as appropriate.
20.	To advise lead Members and senior officers on dealing with the media.
21.	To manage and promote the reputation of the council through local, regional, national, specialist and broadcast media, and

	through effective partnership working
22.	To be responsible for providing a first class media relations service, including answering media enquiries, writing news releases, taking photographs and film, handling social media and issuing statements to meet journalists' deadlines and agreed targets.
23.	To act as a spokesperson on behalf of the council when required.
24.	To raise the profile of the council in the national, specialist and trade press by writing and placing features.
25.	To contribute positively and effectively to the co-ordination of communications activities across the council, as required by the Communications Management Team, including using and maintaining various corporate systems, such as media monitoring, planning and other media management resources.
26.	To support the Communications Management Team and the professional communications leads in meeting the council's wider integrated corporate communications needs in areas such as marketing, internal communications, consultation and engagement, web/social media usage, campaigns and publications.
27.	To support the Senior Communications Officer in undertaking crisis media work as required, including providing regular reports on media coverage and advising on the council adjusting its lines and position as required.
28.	To support the directorates to ensure that their sections on the website / intranet is up to date and effectively providing information and advice to all stakeholders.
29.	To ensure that directorates make the best possible use of the Authority's publications, website/intranet and social media as a method of communicating and consulting with internal and external audiences.
30.	To ensure best practice and improved communication to meet the needs of all communities the council traditionally finds hard to reach for instance by working with BME networks or media and where appropriate by using community languages.
31.	To collate data from current activities to establish an understanding of who the directorate serves and any groups it fails to reach, to address any identified gaps.
32.	To organise, manage and oversee conferences, seminars, events, publicity, press briefings and launches as required in pursuit of directorate and corporate objectives.
33.	To write and edit copy for a variety of publications and in different styles as appropriate.

34.	To produce a wide range of high quality publications as required in pursuit of directorate and corporate objectives, including commissioning creative services.
35.	To be responsible for the out of hours media service on a rota basis under the management of the Communications Manager, including responding to media calls, formulating responses with officers and senior communications staff and, if required, drafting briefings.
36.	To generate complete copy for publication as required, in accordance with appropriate copyright and privacy legislation, maintaining secure archive records.

OTHER CONDITIONS:

To maintain personal and professional development to meet the changing demands of the job and participate in appropriate training/development activities including the council's 'My Annual Review' scheme.

Ensure that all duties and responsibilities are discharged in accordance with the council's policies and procedures, Code of Conduct and relevant regulations and legislation.

To comply with the council's equal opportunities and diversity policies ensuring anti-discriminatory practice within the service area.

To undertake additional duties that may arise from time to time commensurate with the grade of the post.

Job Description Template

Requirements	Person Specification for the Post of	Essential (E) or Desirable (D) (if applicable)	Method of Assessment A= Application Form T= Test I= Interview
Knowledge	<p>Positive 'can do' attitude, ability to collaborate with colleagues and managers in services across the council as well as third parties</p> <p>Willingness to learn and champion to use new tools and technologies</p> <p>To comply with the requirements relating to political restrictions for this role.</p>	<p>E</p> <p>E</p> <p>E</p>	<p>A/I</p> <p>A, I</p> <p>A</p>
Qualifications & Experience	<p>Delivery of campaigns including a model of delivery, research and evaluation methods</p> <p>Media expert - Experience of creating and selling in stories, providing sound media advice and support including interview briefs</p> <p>Excellent writing skills and styles that can be varied for different platforms and audiences</p> <p>Experience of creating great storytelling content including film and photos</p> <p>Experience of managing multiple social media channels to create a positive reputation and using metrics to reach the biggest audiences</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>A/I/T</p> <p>A/I/T</p> <p>A/I/T</p> <p>A/I/T</p> <p>A/I/T</p>

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	<p>Experience of monitoring media coverage, alerting services and producing reports and tactics to respond</p> <p>Experience of planning communications work months in advance, and monitor projects including metrics</p> <p>Experience of delivering consultations and events</p> <p>Willingness to work outside of contracted hours in the evenings and weekends subject to notice.</p>	<p>E</p> <p>D</p> <p>E</p> <p>E</p>	<p>A/I</p> <p>A/I/T</p> <p>A/I/T</p> <p>A</p>
Living the TOWER Values sets out the essential behaviours required of all staff.		They are aligned to the organisation's five TOWER Values	
We work TOGETHER across boundaries and with partners to achieve the best outcomes for Tower Hamlets	Leads and supports positive working relationships across the council and with partners to optimise outcomes.	D	A
We are OPEN and transparent	Strongly facilitates with various stakeholders to deliver the pace of change required for the further success of Tower Hamlets	D	A
We are WILLING to challenge, innovate and be accountable	Leads the way and encourages others, so they achieve continuous improvement with measurable benefits	D	A

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We empower each other to be EXCELLENT and go the extra mile	Delegates decision-making where appropriate, whilst supporting and managing organisational risk.	D	A
We RESPECT all communities, they are the heart of everything we do	Ensures that they and others value the diversity of all people they work with and takes this into account in developing the service.	D	A
Additional Requirements	To meet exceptional business needs a willingness to work outside of contractual hours in the evenings and weekends with notice, unless there is good reason where this is not possible.	E	A
	To comply with the requirements relating to political restrictions for this role.	E	A