

Grade 8

Job Profile

Senior Communications Officer

About the role: The purpose of this role is to lead on integrated communications support on a campaign by campaign basis working, as required across all channels and disciplines (media, marketing, digital, design, consultation and internal communications) to effectively communicate and engage with a broad range of stakeholders. You will be designated to lead on Campaigns or Media, in line with the annual communications plan and resource requirements. You will develop and deliver communications/campaign/media plans for specified projects for Gloucestershire County Council clusters.

This is what we need you to do...

- Working with a Communications Business Partner, to understand the strategic outcomes and requirements of individual services or external clients and translate into communications plans and delivery programmes.
- To deliver integrated communications/campaign plans that support the objectives of the council (as part of the council's annual communications plan).
- Providing constructive challenge where needed, to recommend the right communications tools and channels for each campaign or project using evidence and audience insight.
- To develop and deliver engaging content - including photography, audio, video and online material - and ensure it is evaluated effectively as part of campaign delivery.
- As part of a Digital First team, to oversee an area of the GCC website and work with the Digital Engagement Business Adviser to ensure the best possible user experience.
- Act as a mentor for other members of the team, ensuring that colleagues are supported and gain skills in all communications disciplines.
- To manage online and offline media activity, build relationships with all media and co-ordinate an effective response to all online and offline media enquiries.
- Lead on shared working and joint campaigns with public sector partners.
- Make regular recommendations about improving communications channels and then lead on projects to improve the council's communication with key stakeholders.
- Provide support to the wider team during emergencies or crisis situations, including out of hours working where necessary.

Special Conditions

Under the provisions of the Local Government Housing Act 1999, this post is deemed to be politically restricted.

You will be required to participate in an out of hours communications rota (including responding to social media and urgent media requests)

The ideal candidate will have...

Experience

- Proven track record in leading on successful campaigns and communications projects specifically digital, media, marketing and internal communications.
- Experience of finding positive solutions to complex stakeholder communications challenges
- Experience of working in a political environment including briefing elected members.
- Experience of mentoring/supervising staff
- Proven experience of the preparation and presentation of sensitive information to the public

Knowledge, Skills and Understanding

- The ability to work to challenging deadlines.
- Ability to lead corporate projects.
- Ability to develop productive working relationships with people at all levels.
- Ability to communicate well, both orally and in writing, and advise at all levels of an organisation.
- Ability to persuade and influence at the all levels.
- Proficiency in core IT systems/processes e.g. web editing, social media platforms, basic video and image editing tools.
- Skills in writing for the web to improve accessibility and search engine optimisation.

Behavioural attributes

- Copes well under pressure
- Ability to build effective strategic relationships at the highest level.
- Politically astute
- Customer focussed
- Emotionally resilient.
- Flexible, creative, self- starter, focused.
- Confident and not afraid to challenge
- Organised and able to meet tight deadlines.
- Able to respond to a changing pattern of demand at work which can be unpredictable and unplanned requiring constant shifts of priority.

Education & Qualifications

Essential

Educated to degree level or equivalent communications qualification (e.g. CIPR diploma) or equivalent experience.

