

Job Profile

Senior Communications Officer

Grade G ID HAY 417C

Date: January 2025



Gloucester
City Council
Improving Our City

About the Job

The Senior Communications Officer responsible for developing and overseeing the Council's strategic communications agenda. This role ensures the effective delivery of high-impact, evidence-based communication strategies that align with the Council's corporate priorities. By managing large-scale campaigns, fostering key partnerships, and safeguarding the Council's reputation, the Senior Communications Officer plays a vital role in shaping the Council's voice and influence across all audiences.

This is what we need you to do

1. Set the strategic direction for communications by designing and implementing a comprehensive communications framework that aligns with the Council's long-term objectives.
2. Lead high-profile campaigns addressing key priorities such as regeneration, climate action, and community wellbeing, ensuring impactful delivery and measurable outcomes.
3. Shape and safeguard the Council's reputation by overseeing proactive media strategies, managing crises, and providing expert advice on reputational risks.
4. Cultivate influential relationships with internal and external stakeholders, including councillors, senior leaders, government bodies, and community organisations.
5. Manage and develop the Communications team by providing strong leadership, clear direction, and opportunities for professional growth, ensuring the team delivers high-quality, impactful communications.
6. Oversee the delivery of integrated communications across digital, media, and print platforms, ensuring consistency, accessibility, and effectiveness in messaging.
7. Embed a culture of excellence by mentoring staff, promoting collaboration, and driving innovation across all communications activities.
8. Monitor and evaluate communications performance by using data and insights to refine strategies and ensure they deliver value and align with organisational priorities.
9. Champion digital transformation by leveraging new technologies and approaches to engage audiences and improve communications impact.
10. Provide expert strategic advice to senior leaders and councillors on communications priorities, risks, and opportunities.
11. Ensure alignment across all communications functions, delivering cohesive, impactful messaging that resonates with diverse audiences.

Special Conditions

- May occasionally be required to work outside normal office hours.
- Hot desking and working from home or other office based locations will be necessary when required.
- Ability to travel/access to a vehicle for work purposes
- There may be a requirement to work at other locations to meet the needs of the business
- Politically restricted postholders are restricted from canvassing on behalf of a political party or for a person who is, or seeks to be, a candidate for election to a local authority and or the House of Commons.

Monitoring and ongoing development of outcomes

As part of the annual appraisal, outcome-based targets will be developed in conjunction with the post holder and will supplement this job profile. The job profile will be subject to regular review and the council reserves its right to amend or add to the accountabilities listed above.

The ideal candidate will have...

Experience

- Substantial experience in leading strategic communications within a complex organisation.
- Proven success in managing large-scale, impactful campaigns and high-stakes reputational challenges.
- Proven track record of delivering communication campaigns.
- Management and development of a team.
- Experience in senior level stakeholder engagement, including influencing key decision-makers.
- A passion for using communications to make a positive impact on communities

Knowledge, Skills and Understanding

- Ability to develop and execute PR campaigns effectively, preferably in the public sector.
- Comprehensive knowledge of media relations, digital communication, and integrated campaign delivery. Knowledge of accessibility standards and compliance requirements.
- Exceptional communication skills with the ability to influence and inspire at all levels.
- Operate with integrity and build trust

Behavioural Attributes

- Aligns with our Values and Behaviours ([Available here](#))
- Expected to perform at level 2 of Gloucester City Council's Behaviours Framework

Education & Qualifications

- Degree in Communications, Marketing, or a related field, or five years of relevant experience.
- Recognised qualification in communications or marketing.
- Commitment to continuous professional development in strategic communications and leadership.