

Folkestone & Hythe District Council Job Description

JOB DETAILS	
Job Title	Media & Communications Officer
Service Area / Team	Communications & Engagement
Reports to	Communications & Engagement Manager
Grade & Annual Salary	Grade F
Politically Restricted Post	Politically restricted – sensitive
DBS Requirement	N/A

JOB PURPOSE
To deliver a communications service that strengthens and enhances the council's reputation among its residents, businesses and peers as the provider of high quality, effective and efficient public services.

MAIN DUTIES AND RESPONSIBILITIES	Frequency (daily/weekly/ monthly/annually etc)
Develop and deliver communications activities and messaging that are consistent with the council's corporate priorities and the objectives of its services providers.	Daily
Advise, brief and prepare the Leader of the Council, Cabinet and other councillors, as necessary, on all media issues including responding to interview and broadcast requests.	Daily
Use, champion and defend the Council's brand and corporate communications guidelines.	Daily
Work with service heads, managers and team leaders to develop achievable communications plans to support service planning objectives and feed into the communications forward plan.	Daily
Analyse and understand the Council's different audiences to deliver the most appropriate corporate and service messages via the most efficient channel for maximum impact.	As required

• Write high-quality copy to deliver appropriate messages to identified audiences, using Plain English and meeting accessibility requirements.	Daily
• Support service areas to develop and maintain their digital content so that it delivers services online, and explains their services to customers.	As required
• Use traditional and digital corporate communications to drive traffic to the Council's digital platforms for information and to complete transactional tasks.	Daily
• Write proactive media content, social media and the Council's website, following the Council's internal approval procedures.	Daily/weekly
• Respond to press enquiries promptly and robustly to protect the Council's reputation following the Council's internal approval procedures. Ensure responses are logged centrally.	Daily
• Develop strong relationship with the local media and maintain a list of media contacts.	Daily
• Develop campaign and marketing plans to deliver commercial results where appropriate.	As required
• Contribute to and take turn at editing Your District Today (the council's magazine for residents): establishing the theme and content headings, plan and write content, liaise with senior managers, officers and councillors, commission the design and production.	Twice yearly
• Write proactive social media posts to direct followers to content in news releases.	Daily
• Produce other content for external publication including written material, advertisements, pictures and video/multi-media content as required.	As required
• Working as part of a team to plan and deliver integrated communications for council services.	Daily
• Monitor, analyse and evaluate the success of communications activities against targets using a range of tools including social media and Google analytics. Report on findings and make recommendations for continuous improvement.	Weekly
• Support corporate project groups as and when required.	As required

• Deal with urgent media enquiries out of normal office hours to cover for Communications and Engagement Manager's annual leave.	As required
• To act as an Emergency Media Officer as part of the Emergency Plan.	As required

CORPORATE RESPONSIBILITIES

- Adhere to the council's safeguarding policies and procedures and undertake relevant training in order to help protect children and vulnerable adults within the district.
- To comply with legislation, council policies and procedures including the Data Protection Act, Freedom of Information Act, Information Security Policy, the Code of Conduct for Officers and to participate in any Emergency Planning activities as required.
- To actively demonstrate the values and behaviours of the council.
- To ensure our customers are valued by taking into account their views and needs in all that we do.
- To contribute to the development and achievement of relevant corporate and service objectives by suggesting ideas for service improvements.
- To communicate openly and honestly with colleagues, members and customers.
- To undergo any training necessary to be able to fulfil the requirements of the job.
- To carry out other duties commensurate with the grade, skills, experience and qualifications of the post holder as directed and as may be required from time to time.

Folkestone & Hythe District Council Person Specification

Post Title: Media & Communications Officer

Important Information for Applicants:

The criteria listed in this person specification are the requirements for the post. Where the method of assessment is stated to be the application form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. **If you do not address these criteria fully, you may not be shortlisted. Please give specific examples wherever possible.**

Factors	Criteria	Means of Assessment	
		Application	Interview
Qualifications	Essential - A – C Maths and English GCSE, Level 2 literacy and numeracy (or equivalents) or recent and relevant experience that demonstrates proficiency in English and maths. - A relevant professional qualification, such as CIPR or CIM, or proven experience in a similar role.	✓ ✓	
	Desirable - National Council for the Training of Journalists Proficiency Test. A degree, diploma, or equivalent in a Marketing or Communications related field. - Evidence of continuous professional development in communications.	✓ ✓	
Experience and Knowledge	Essential - Recent and relevant experience working in a communications team. - Experience of operating MS Office systems such as Microsoft Word, Excel, Outlook and PowerPoint. - Experience in writing, editing and/or signing off press releases, news stories and other forms of corporate communication / publications. - Experience of using social media to deliver communication objectives. - An understanding of different communications channels and strategies, which can be utilised by local authorities. - Experience of developing and evaluating communication and marketing strategies across all forms of media.	✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓

	▪ Demonstrable knowledge of online communications activity including websites, social media and e-marketing.	✓	✓
	Desirable ▪ Experience of developing content for websites and knowledge of Content Management Systems. ▪ Experience of working in a political environment with senior managers and elected politicians/councillors. ▪ Knowledge of Local Government and in particular the communication challenges faced by local authorities. ▪ Knowledge of relevant legal frameworks including intellectual property law (e.g. copyright) and the law of defamation (e.g. libel), as well as professional standards for journalists (e.g. NUJ Code of Conduct). ▪ A strong understanding of, and experience in, the design and delivery of creative PR campaigns	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓
Skills and Abilities	Essential ▪ The ability to understand communications and marketing strategies across all forms of media. ▪ First-class written and verbal communication skills with strong attention to detail. ▪ Excellent interpersonal skills and an ability to communicate clearly and accurately to a variety of audiences, both internal and external. ▪ The ability to deal with media enquiries both over the phone and in writing. ▪ The ability to manage workloads and to plan effectively. ▪ The ability to use own initiative and work well as part of a team. ▪ Sound judgment, sensitivity (i.e. able to keep confidences) and political awareness. ▪ Resilient with the ability to work in fast-paced, high-pressure environments. ▪ The ability to identify and highlight significant, potential reputational risks for the organisation. ▪ The ability to gather information from a range of sources whilst making sure information is reliable and accurate. ▪ The ability to analyse information to identify important issues and problems.	✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓

	Desirable ▪ The ability to produce engaging content for a wide range of audiences and across a wide range of communication channels (e.g. print, web, email, photos, multi-media etc).		✓
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