

<b>Job Title:</b> Communications Executive	<b>Role Profile Number:</b> MC00004
<b>Grade: M</b> <b>Salary:</b>	<b>Date Prepared:</b> 02.02.22
<b>Directorate/Group:</b> Corporate Resources/Communications	<b>Reporting to:</b> Communications Lead - Campaigns
<b>Structure Chart attached:</b>	No

**Job Purpose**

The purpose of this role is to deliver a first-class range of communications services contributing to a number of campaigns and projects at one time. To ensure that all communications activity is evaluated as to its impact and lessons learned as to the success of particular campaigns and projects. Lead and support the Council’s promotional and marketing campaigns, behavioural change programmes and projects.

**Key Accountabilities**

- Responsible for providing effective and efficient day-to-day support to Communications Leads for the planning, delivery and evaluation of campaigns and communications support on Council projects and issues
- Produce campaign materials such as social media content (including videos), media releases, direct mail and other communications to achieve pre-agreed outcomes. Provide regular updates on campaign progress to key stakeholders
- Source and apply insight, evidence and best practice on the most effective communications channels for the issue and audience(s)
- Interpret complex information to produce quality campaign material with minimal guidance
- Evaluate the impact of campaigns, including impact on audience, resource requirements, risks and campaign costs
- Devise and implement mechanisms to evaluate all outputs and be able to demonstrate effectiveness of all communications
- Communicate with and develop good working relationships with a range of people such as clients, senior managers and key partner organisation contacts to provide relevant information relating to

campaign progress

- Carry out regular budget monitoring for marketing support campaigns with reference to priorities and services, reporting back on expenditure as required

### **Knowledge & Experience**

*Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:*

- Ability to develop creative ideas and editorial across all forms of communication and editing outputs for a range of platforms
- Ability to write effectively for a range of audiences and communication channels including for the web and social media
- Developed communication and interpersonal skills in order to interact effectively with a range of clients and stakeholders, creating and maintaining effective working relationships
- Strong problem solving skills with the ability to anticipate problems and resolve issues independently, and make sound, pragmatic decisions
- Ability to manage and prioritise workloads effectively in response to changing demands
- Excellent literacy and numeracy skills in order to understand and interpret research data and customer feedback and present analysis in the most appropriate way
- Excellent proof reading skills and good attention to detail
- Knowledge of marketing solutions and communication methods to effectively contribute to campaign objectives on a range of subject areas
- Experience of dealing with a range of people and services and working on more than one campaign at a time.
- Ability to work constructively with Cabinet members and other councillors

### **Qualifications**

- Relevant degree or equivalent qualification, or equivalent experience

### **Decision Making**

- Deciding the most effective allocation of your time to prioritise the delivery of priority campaigns/projects identified in the Council's Communications Strategy and Campaign Plan.

## Creativity and Innovation

- Contribute creative ideas to campaigns on a range of subject areas, identifying opportunities for interesting and innovative content

<b><u>Job Scope</u></b>	<b>Budget Holder</b>	No
<b>Number and types of jobs managed</b> <ul style="list-style-type: none"><li>• N/A</li></ul>	<b>Responsibility</b>	.
<b>Typical tasks supervised/allocated to others</b> <ul style="list-style-type: none"><li>• N/A</li></ul>	<b>Asset Responsibility:</b>	N/A

## Contacts and Relationships

*(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)*

- Communications Team
- Service areas across the Council
- External stakeholders, partners and suppliers

## Other Key Features of the role

- Resilience and adaptability – ability to collaborate effectively with staff at all levels of the organisation and secure timely and constructive contributions to the delivery of communications work.
- Self-driven, confident and able to work using own initiative – able to constructively challenge and provide authoritative advice to colleagues, proactively identify and implement creative and innovative solutions to communication challenges and requirements.
- Willing to proactively develop professional network and seek out new learning and best practice bringing this back to apply in role and share with wider team.

<b>Employee Signature:</b>	<b>Print Name:</b>
<b>Date:</b>	
<b>Line Managers Signature:</b>	<b>Print Name::</b>
<b>Date:</b>	