



Role Profile

Job Title: Communications Executive	Role Profile Number: SBC_10161
Grade: M	Date Prepared:
Directorate/Group: Adult Services	Reporting to:
Structure Chart attached:	No

Job Purpose

The purpose of this role is to deliver a first class range of communications services contributing to a number of 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. Professionally identify 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 development and analysis for new and ongoing low to medium level marketing plans and performance with a view to available resources.
- Compile, analyse and produce market intelligence on the most effective marketing channels for particular campaigns.
- Take part in a monthly media enquiry rota and handle media enquiries effectively and develop productive working relationship with media contacts.
- 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 mechanism to evaluate all outputs to be able to demonstrate effectiveness of all communications.
- Write campaign material eg. press releases, written briefs and proposals to achieve successful outcomes.

Report on progress as required.

- Communicate with and develop good working relationships with a range of people such as clients, senior managers and key marketing contacts in order to provide relevant information related 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

- Relevant theoretical and practical knowledge of processes, procedures and policies associated with working within a busy communications service.
- Knowledge of marketing solutions/ communication methods to effectively contribute to changing campaign objectives.
- Demonstrable experience of working on a variety of communications activities in a rapidly changing environment.
- 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 eg, NCTJ or equivalent experience.

Decision Making

- 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.

Creativity and Innovation

- Ability to develop creative ideas and editorial across all forms of communication and editing input 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/ stakeholders and create and maintain effective working relationships.

Contacts and Relationships

Communications Leads, Heads of Services, key service campaign leads.

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name:
Date:	