



Role Profile

Job Title: Communications Executive	Role Profile Number: SBC_10161
Grade: 7 Salary:	Date Prepared: 21.02.2023
Directorate/Group: Corporate Resources/Communications	Reporting to: Communications Lead – Campaigns
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 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 communications activity and campaigns across a range of topic areas, using internal and external communication channels.

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 campaigns (where applicable), 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 internal communications channels and social media
- Developed communication and interpersonal skills 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 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 senior leaders, 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 and 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

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

- Communications Team
- Service areas across the Council
- Councillors
- 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.

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