

Job Title:	Communications Executive	Reporting to:	Communications Lead – Media Relations
Grade	M	Posts/Team reporting to this role:	
Pillar/Function	Chief Executive	Role Profile Reference	MC00004

Reporting Structure

This role reports into the Communications Lead – Media Relations and is integral to the smooth running of the Communications Team. Communications Executives are responsible for taking the communication strategy for a particular campaign and executing it.

Role Overview

Swindon Borough Council (SBC) aspires to be one of the most innovative local authorities in the country and is undergoing significant transformational change in order to deliver on an ambitious vision for place.

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.

Role purpose & accountabilities:

- Handle media enquiries effectively and develop productive working relationship with media contacts
- Write campaign materials such as press releases, e-newsletters, written briefs and proposals to achieve successful outcomes. Report on progress as required.
- Produce digital content for social media platforms
- Communicate with and develop good working relationships with a range of people such as Cabinet Members, senior managers and clients across the Council in order to provide relevant information related to campaign progress.

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

Knowledge and 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

Statutory and or Qualifications required for this post:

Relevant degree or equivalent qualification eg, NCTJ or equivalent experience.

Key Competencies:

- 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.

- 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.

Contacts and Relationships

- Communications Leads, Senior Account Executive, Communications Apprentices, Heads of Services, members of the change team, key service campaign leads.

Values and Behaviours

We strive to underpin our culture of being ‘At our Best’ through strong management and authentic leadership. This means getting the management basics right. We own and demonstrate accountability, both individually and collectively, and aim to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours, by displaying:

- Accountability at all levels
- Customer care and pride in what we do
- Continuous learning and evaluation
- Valuing one another and the contribution each of us makes

Board Director	
Signature:	Date