

# ENGAGEMENT AND CAMPAIGNS OFFICER



## Role Profile

<b>Title</b>	Engagement and Campaigns Officer	
<b>Grade</b>	GRADE E	
<b>Reference:</b>	N913	
<b>Reports to:</b>	Projects and Partnerships Team Manager	
<b>Work style Definition</b>	Office based hot-desk/touch down worker	
<b>Job Type:</b>	Semi Professional	
<b>Primary purpose of role</b>	To inspire pro-environmental action and communicate the vision and aims of a range of environmental plans and projects being delivered by Plymouth City Council's Strategic Planning and Infrastructure (SP&I) Service. This will be achieved by raising awareness and encouraging accessible community participation and engagement in its activities, through partnership development, targeted campaigns and effective communications	
<b>Key accountabilities and key measures</b>	<b>Role outcomes</b> <ul style="list-style-type: none"> <li>Supporting work to build community capacity to engage with energy and the natural environment through innovative campaigns and activities (35%)</li> <li>Develop and deliver project specific communications, participation and engagement strategies (35%)</li> <li>Provide campaign and engagement support for relevant stakeholders (10%)</li> <li>Supporting and facilitating partnerships to enable the delivery of key environmental projects and initiatives (20%)</li> </ul>	<b>Role measures</b> <ul style="list-style-type: none"> <li>Achieving strategic targets as set out in the annual SP&amp;I business plan</li> <li>Achieving the strategic communications, participation and engagement targets as set out in relevant Service project plans.</li> <li>Achieving the strategic communications, participation and engagement targets as set out in relevant Service project plans.</li> <li>Successful maintenance of existing Service partnerships</li> </ul>
<b>Key activities</b>	<b>Delivery (70%)</b> <ul style="list-style-type: none"> <li>Write and edit high quality copy for publications, newsletters, press releases, websites, award nominations, research requests and adverts and contribute to the production and distribution of marketing materials.</li> <li>Coordinate campaigns to promote engagement in the natural environment and energy issues, developing shared/joint partner campaigns where appropriate</li> <li>Coordinate participation and engagement events and opportunities – online</li> </ul>	

	<p>and offline</p> <ul style="list-style-type: none"> <li>▪ Develop and maintain digital content such as website and social media</li> <li>▪ Coordinate the creation, production and distribution of all publicity material, (digital and printed), ensuring accessibility for identified target audiences.</li> <li>▪ Project-specific brand management.</li> <li>▪ Manage all associated personal data generated through projects in line with data protection regulations</li> <li>▪ Produce and distribute statutory governance documentation and communications for relevant partner organisations.</li> <li>▪ Manage the communications, marketing and engagement budgets</li> <li>▪ Develop and manage monitoring and evaluation frameworks to evidence the impact of engagement, communications and campaigns</li> </ul> <p><b>Partnerships (25%)</b></p> <ul style="list-style-type: none"> <li>▪ Represent PCC and/or external organisations supported by PCC at public events and partner/stakeholder meetings.</li> <li>▪ Develop and coordinate collaborative opportunities with external partner organisations and campaigns</li> </ul> <p><b>Investment/income generation (5%)</b></p> <ul style="list-style-type: none"> <li>▪ Identifies potential funding streams and prepares bids that could support the Environmental Planning Division's priorities.</li> <li>▪ Carry out other duties appropriate to the grade of the post</li> </ul>
<b>Essential qualifications/knowledge</b>	<ul style="list-style-type: none"> <li>▪ Degree or equivalent qualification in an environmental or communications related disciplines plus relevant experience</li> <li>▪ Understanding of effective community engagement to encourage citizen participation and behavioural change including digital campaigning and organising tools</li> <li>▪ Experience of designing campaign plans and strategies, with input from a range of stakeholders</li> <li>▪ Knowledge of issues surrounding the natural environment and energy, such as fuel poverty, renewable energy technologies, natural infrastructure, rewilding and climate change</li> <li>▪ Knowledge, awareness and experience in the appropriate application of Data Protection/confidentiality, Freedom of Information and Equalities legislation</li> <li>▪ A willingness to undertake appropriate and regular training as required</li> </ul>
<b>Desirable qualifications/knowledge</b>	<ul style="list-style-type: none"> <li>▪ Good understanding of social enterprises, ethical decision making and social investment and/or nature-based solutions</li> <li>▪ An understanding of web and graphic design</li> <li>▪ Full UK driving licence</li> </ul>

<b>Essential experience</b>	<ul style="list-style-type: none"> <li>▪ Experience in innovative communications, marketing, campaigns and community engagement</li> <li>▪ Experience in event management</li> <li>▪ Experience of using a range of IT based applications</li> <li>▪ Experience of working on similar projects in energy / environmental / community / social enterprise sectors</li> <li>▪ Experience of developing and sustaining good relationships and working with a range of stakeholders.</li> </ul>
<b>Desirable experience</b>	<ul style="list-style-type: none"> <li>▪ Experience in using Customer Relations Management systems</li> <li>▪ Experience in fundraising</li> </ul>
<b>Essential skills</b>	<ul style="list-style-type: none"> <li>▪ Excellent interpersonal and communication skills, including written and oral presentation skills and an ability to provide information to audiences in an engaging and understandable way</li> <li>▪ Creativity and enthusiasm</li> <li>▪ Strong presentation and writing skills</li> <li>▪ Ability to work effectively as part of a team but also individually with minimal supervision</li> <li>▪ Methodical and highly organised, with good attention to detail</li> <li>▪ Competent ICT skills (eg PC based skills, Office, digital marketing software and platforms) as deemed relevant to the position as determined by line manager.</li> <li>▪ Flexibility to work on different projects to meet EPD priorities</li> <li>▪ Strong oral communication and facilitation skills, with an ability to facilitate meetings and workshops with groups of activists and colleagues, in both offline and online settings.</li> </ul>
<b>Corporate standards</b> <ul style="list-style-type: none"> <li>▪ In accordance with Council policies and guidance on information management and security, it is your personal responsibility for data protection, client confidentiality and information governance.</li> <li>▪ Act at all times in accordance with appropriate legislation and regulations, codes of practice, the provisions of the Council's constitution and its policies and procedures.</li> <li>▪ Work within the requirements of the Council's Health and Safety policy, performance standards, safe systems of work and procedures.</li> <li>▪ Undertake all duties with due regard to the corporate equalities policy and relevant legislation.</li> </ul>	