

COMMUNICATIONS OFFICER INCLUSIVE GROWTH ROLE PROFILE



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| Title | Communications Officer Inclusive Growth | |
| Grade | GRADE E | |
| Reference: | N985 | |
| Reports to: | Marketing Manager, Economic Development | |
| Work style Definition | Office based hot-desk/touch down worker | |
| Job Type: | Semi Professional | |
| Primary purpose of role | Responsible for the coordination and delivery of communication requirements for the Inclusive Growth programme of work for the Economic Development team, part of a wider Interreg funded project, working with multiple external partners. | |
| Key accountabilities and key measures | Role outcomes <ul style="list-style-type: none"> ▪ Support and maintain a communications plan for the Inclusive growth Interreg project (30%) ▪ Effective relationships with relevant partners are created, developed and managed (20%) ▪ Support the digital promotion of the inclusive growth Interreg project through website, newsletters and social media channels. This includes content creation and management for relevant platforms. (20%) ▪ Attend and support relevant project events, shows and exhibitions virtually or in person (10%) ▪ Utilise the relevant partners across the city to lever support (10%) ▪ Provide other communications support for the project and Economic | Role measures <ul style="list-style-type: none"> ▪ Plans formulated and signed off by key partners as fit for purpose ▪ Communication plan developed and delivered resulting in positive contribution to inclusive growth and interreg project outcomes ▪ Partner and internal satisfaction with marketing and communications delivered ▪ Provide strong engagement with project through social media and driving traffic to relevant web pages ▪ Milestones in the communications plan delivered on time ▪ Regular reporting provided to internal and external partners |

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| | Development as required (10%) | |
| Key activities | <p>Delivery (65%)</p> <ul style="list-style-type: none"> ▪ To coordinate and deliver the communications requirements for Economic Development Inclusive Growth activities, the Interreg project and its partners ▪ To act as the liaison officer with the PCC Communications Team to manage joint PR communication activities that may be required in relation to Inclusive Growth delivery to enable the sharing of information and joined up working. ▪ To provide copy writing, proofing and editing for required marketing collateral produced for the Inclusive Growth Interreg project activities to include press releases, case studies and general marketing collateral ▪ To create and manage content on digital channels for the Inclusive Growth interreg project to include creation of social media posts and schedules, creation of newsletters and effective use of relevant social scheduling tools and platforms ▪ Develop and maintain website content ▪ Coordinate the creation, production and distribution of publicity material for the project ▪ Coordinate photographers and videographers as required for the creation of marketing materials for inclusive growth activities ▪ To provide regular reports on delivery of activities and results achieved to internal and external partners <p>Partnerships (35%)</p> <ul style="list-style-type: none"> ▪ Engage with partners and stakeholders to support the delivery of Inclusive Growth communications activities ▪ To jointly lead on the delivery of Interreg project communications requirements for partners ▪ To attend and support at relevant partnership meetings relating to Inclusive Growth where marketing and communications support is required ▪ To support the Marketing Manager at relevant partner meetings ▪ Carry out other duties appropriate to the grade of the post | |
| Essential qualifications/ knowledge | <ul style="list-style-type: none"> ▪ Educated to degree standard in a Marketing or PR discipline or equivalent related experience ▪ In depth awareness of how media works and media law ▪ Specialist knowledge of external communication and engagement techniques, including the planning and evaluation of campaigns | |

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| | <ul style="list-style-type: none"> ▪ Knowledge of social media and digital channels and how to maximise engagement for communications campaigns ▪ Knowledge of current news/issues affecting the Council, the city and the region |
| Desirable qualifications/knowledge | <ul style="list-style-type: none"> ▪ Relevant understanding of the city's Resurgam plans ▪ Awareness of inclusive growth agenda and issues affecting the city and wider region ▪ Previous experience working on an Interreg project ▪ Good existing relationships with local media |
| Essential experience | <ul style="list-style-type: none"> ▪ Experience of delivering communications campaign activities ▪ Demonstrable experience of working within a marketing and PR environment ▪ Experience of writing copy for press releases, case studies, websites and social media ▪ Experience of using social media channels and platforms for effective communication campaigns ▪ Experience of working with press and media ▪ Experience of delivering targets and milestones |
| Desirable experience | <ul style="list-style-type: none"> ▪ Website content management experience ▪ Experience of working with both public and private sector organisations ▪ Experience on working with INTERREG funded projects ▪ Experience in a policy focused communications role |
| Essential skills | <ul style="list-style-type: none"> ▪ Excellent verbal and written communications skills ▪ Good creative design and thinking skills ▪ Media handling experience to provide relevant guidance and support to spokespeople as and when appropriate |
| Corporate standards <ul style="list-style-type: none"> ▪ 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. ▪ 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. ▪ Work within the requirements of the Council's Health and Safety policy, performance standards, safe systems of work and procedures. ▪ Undertake all duties with due regard to the corporate equalities policy and relevant legislation. | |