

ENVIRONMENTAL COMMUNICATIONS AND ENGAGEMENT OFFICER

Role Profile



Title	Environmental Communications Officer	
Grade	GRADE E	
Reference:	N764	
Reports to:	Low Carbon City Team Leader	
Work style Definition	Office based hot–desk/touch down worker	
Job Type:	Semi Professional	
Primary purpose of role	To 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 by raising awareness and encouraging accessible community participation and engagement in its activities, through partnership development and effective communications.	
Key accountabilities and key measures	<p>Role Outcomes</p> <ul style="list-style-type: none"> ▪ Supporting and facilitating partnerships to enable the delivery of key environmental projects and initiatives (25%) ▪ Supporting work to build the capacity of the community to engage with energy and the natural environment (25%) ▪ Develop and deliver project specific communications, participation and engagement strategies (30%) ▪ Provide governance support for project partners (15%) ▪ Work to secure funding to support delivery of projects (15%) 	<p>Role measures</p> <ul style="list-style-type: none"> ▪ Achieving strategic targets as set out in the annual SP&I business plan ▪ Achieving the strategic communications, participation and engagement targets as set out in relevant Service project plans. ▪ Meeting statutory governance requirements for external organisations supported by the Service. ▪ Successful maintenance of existing Service partnerships ▪ Responding to customer, member, colleague, volunteer or partner queries to a high standard.
Key activities	<p>Delivery (70%)</p> <ul style="list-style-type: none"> ▪ Write and edit high quality copy for press releases, publications, newsletters, websites, award nominations, research requests and adverts and contribute to the production and distribution of marketing materials. ▪ Coordinate social media promotional campaigns and interaction. ▪ Develop and maintain website content. 	

	<ul style="list-style-type: none"> ▪ Coordinate the creation, production and distribution of all publicity material, (digital and printed), ensuring accessibility for identified target audiences. ▪ Project specific brand management. ▪ Coordinate participation and community engagement events and opportunities. ▪ Manage all associated personal data generated through projects ▪ Produce and distribute statutory governance documentation and communications for partner organisations.. ▪ Manage the communications, marketing and engagement budgets <p>Partnerships (25%)</p> <ul style="list-style-type: none"> ▪ Represent PCC and/or external organisations supported by PCC at public events and partner/stakeholder meetings. ▪ Identification and execution of collaborative opportunities with external partner organisations and campaigns <p>Investment/income generation (5%)</p> <ul style="list-style-type: none"> ▪ Identifies potential funding streams and prepares bids that could support the Environmental Planning Division's priorities. <ul style="list-style-type: none"> ▪ Carry out other duties appropriate to the grade of the post
Essential qualifications/ knowledge	<ul style="list-style-type: none"> ▪ Degree or equivalent qualification in an environmental or communications related disciplines plus relevant experience ▪ Understanding of effective community engagement and methods to encourage citizen participation and behavioural change ▪ Knowledge of issues surrounding the natural environment and energy, such as fuel poverty, renewable energy technologies, natural infrastructure, biodiversity and climate change ▪ Understanding of the role of community energy in the low carbon transition ▪ Knowledge, awareness and experience in the appropriate application of Data Protection/confidentiality, Freedom of Information and Equalities legislation ▪ A willingness to undertake appropriate and regular training as required ▪ Full UK driving license
Desirable qualifications/ knowledge	<ul style="list-style-type: none"> ▪ Good understanding of social enterprises, ethical decision making and social investment ▪ An understanding of web and graphic design
Essential experience	<ul style="list-style-type: none"> ▪ Experience in communications, marketing and community engagement ▪ Experience in event management ▪ Experience of using a range of IT based applications ▪ Experience of working on similar projects in energy / environmental / community / social enterprise sectors
Desirable experience	<ul style="list-style-type: none"> ▪ Experience of developing and sustaining good relationships and working with a range of stakeholders.

	<ul style="list-style-type: none"> ▪ Experience in delivery of training and public speaking ▪ Experience in governance of third sector organisations ▪ Experience in using Customer Relations Management systems ▪ Experience in fund raising
Essential skills	<ul style="list-style-type: none"> ▪ 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 ▪ Creativity and enthusiasm ▪ Strong presentation and creative writing skills ▪ Ability to work effectively as part of a team but also individually with minimal supervision ▪ Methodical and highly organised, with good attention to detail ▪ Competent ICT skills (eg PC based skills, Office, digital marketing software and platforms) as deemed relevant to the position as determined by line manager. ▪ Flexibility to work on different projects to meet EPD priorities.
<p>Corporate standards</p> <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. 	