



APPLICATION FOR EMPLOYMENT

Thank you for the interest you have shown in the vacancies within Stockton on Tees Borough Council.

Completed forms can be e-mailed to recruitment@xentrall.org.uk or posted to **Xentrall Recruitment Services, PO Box 891, Stockton on Tees, TS19 1JT**, marking the envelope in the top left hand corner with the post reference number.

In accordance with our recruitment procedures, your application will only be considered if it is received on or before the closing date as shown in the advertisement.

In the interests of economy, applications received via the post are not automatically acknowledged. If you require confirmation that your application has been received please enclose a stamped addressed envelope or telephone 01642 526992.

If you have not been contacted within 4 weeks of the closing date for receipt of applications, please assume that on this occasion your application has not been successful.

Communications Officer

Vacancy ID: 011192

Salary: £30,507.00 - £32,878.00 Annually

Closing Date: 16/08/2020

Benefits & Grade

Grade K

Contract Details

Permanent

Contract Hours

37 hours per week

Job Description

We are looking to appoint a Communications Officer to work within the newly established Town Centres Development Team.

The postholder will have responsibility for developing and delivering detailed communications plans for the town centres, agreed annual campaigns and event plans as well as maintaining a highly visible social media profile for interventions and activities undertaken by the town centre development team alongside developing and updating high quality web content for town centres.

To be successful in this role, you will have demonstrable experience of developing and delivering communications plans including social media presence and web content

An online application form and further information is available from www.stockton.gov.uk/jobs.

Please ensure you refer to the Job Description and the essential and desirable criteria in the Person Specification when completing the Personal Statement on the application form, as this information is used to select candidates for interview.

If you would like an informal discussion about the post, please contact Iain Robinson, Town Centre Development Manager, on 01642 526017.

The application form is available in alternative formats from Xentrall Recruitment Services, tel: 01642 526992 or email recruitment@xentrall.org.uk

Stockton-on-Tees Borough Council ensures that all customers, both internal and external receive a consistently high quality level of service.

 Stockton-on-Tees BOROUGH COUNCIL		JOB DESCRIPTION
Directorate: Town Centres Development Team		
JOB TITLE: Communications Officer		
GRADE: K		
REPORTING TO: Director of Town Centre Development Team		
1.	JOB SUMMARY: To provide a marketing, media, web, consultation and engagement service to the Town Centres Development Team and to provide the primary liaison point with the Council's Corporate Communications, Consultation and Engagement teams.	
2.	MAIN RESPONSIBILITIES AND REQUIREMENTS	
	Marketing and Web	
1.	To deliver a marketing and web service which identifies and capitalises on all marketing and web opportunities for the town centres team.	
2.	To develop and deliver detailed communications plans for the town centres and deliver an agreed annual campaign and event plan. To liaise with the Council's Corporate Communications, Consultation and Engagement teams, external and internal designers and contracted photographers and film companies to ensure the co-ordinated delivery of all aspects of the communication plans.	
3.	To develop and maintain up to date and high quality web content for the town centres.	
4.	To produce town centres content for our residents' magazine, Stockton-on-Tees News including writing copy and commissioning photography and videography.	
5.	To produce content for KYIT and other internal communications as and when required to support the town centres projects and to keep Council staff informed of developments	
6.	To provide effective liaison with the Council's corporate teams and maintain an effective informal and formal network to ensure that all marketing opportunities are identified and delivered.	
7	To monitor and provide timely feedback on the effectiveness of marketing campaigns, adjusting tactics and approach where necessary.	
8.	To act as brand champions for the Council and ensure the highest standards of brand application in all marketing work.	
9.	To work with other businesses, organisations and public sector partners to develop and maintain strong relationships to ensure co-ordinated delivery of marketing campaigns.	
10	To develop specialist interest in town centre campaign issues and monitor related activity in other organisations and nationally.	

Consultation and Engagement	
11	To lead on the delivery of town centres consultation and engagement activity. Working within the Council systems and processes, including developing surveys, reviewing responses and providing feedback to the Development Team, responding to and logging enquiries from the public and attending public facing consultation and engagement events as required. Link to CCE Consultation Team to ensure to ensure a joined up approach to consultation.
12	To develop an engagement plan to support the communication and consultation activity of the team. Feedback to CCE Engagement Team to ensure a joined up approach to engagement activity.
Media Relations	
13	To provide professional media advice and assistance to the town centre development team.
14	To deal with press and media enquiries; write news releases and feature articles; arrange photo calls and press briefings/conferences, and ensure that accurate, factually correct and timely information is provided to the public through media outlets and broadcasting organisations.
15	To produce town centres social media content for the Council's social media platforms.
16	To maintain a formal and informal network across the Council to ensure as far as possible all positive media opportunities are exploited and that potentially negative media issues are handled quickly and effectively, and key stakeholders are kept fully informed.
17	To monitor and analyse relevant media coverage.
18	To assist in the collation of responses to Freedom of Information requests and to give advice as appropriate.

3. GENERAL

Job Evaluation - This job description has been compiled to inform and evaluate the grade K using the NJC Job Evaluation scheme as adopted by Stockton Council.

Other Duties - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties from time to time within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

Workforce Culture and supporting behaviours and Code of Conduct – The post holder is required to carry out the duties in accordance with Workforce Culture and supporting behaviours, code of conduct, professional standards and promote equality and diversity in the workplace.

Shaping a Brighter Future – The post holder will embrace the Council's "Shaping a Brighter Future" programme.

Personal Development – As defined by the Council's Culture Statement, all employees will take responsibility for their own development

Customer Services – The post holder is required to ensure that all customers both internal and external, receive a consistently high quality level of service, commensurate to the standards required by Stockton on Tees Borough Council.

Policies and Procedures – The post holder is required to adhere to all Council Policies and Procedures.

Health and Safety – The post holder has a responsibility for their own health and safety and is required to carry out the duties in accordance with the Council Health and Safety policies and procedures.

Safeguarding – All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Stockton Council's Safeguarding Policy. In addition employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.

Job Description dated May 2020



PERSON SPECIFICATION

Job Title/Grade	Communications Officer	K
Directorate / Service Area	Town Centres Development Team	
Post Ref:	POS010866	

	ESSENTIAL	DESIRABLE	MEANS OF ASSESSMENT
Qualifications	<ul style="list-style-type: none"> Graduate qualification or equivalent experience 	<ul style="list-style-type: none"> Relevant professional experience or qualification (eg. CIM) 	Application form
Experience	<ul style="list-style-type: none"> Experience of delivering major multi-media marketing campaigns. Experience of Web based and social media campaigns Experience of working with/for the press/media 		Application / Interview
Knowledge & Skills	<ul style="list-style-type: none"> Ability to understand, analyse and distil a clear message from complex and potentially controversial information Ability to appreciate different points of view and potentially varying interpretations of information and 		Application/ interview

	<p>situations</p> <ul style="list-style-type: none"> • Ability to think creatively and contribute to longer term planning • Good communication and relationship management skills at all levels within and outside the organisation, often at a senior level 		
<p>Specific behaviours relevant to the post</p>	<ul style="list-style-type: none"> • Demonstrate the Council’s Behaviours which underpin the Culture Statement • Strong commitment to the public service • A high degree of integrity • Ability to work effectively in a fast moving environment • Uses political judgement and sensitivity • Strong interpersonal and networking style • Committed to acting corporately and collaboratively • High-level of drive and motivation to achieve • Outcome and achievement focussed • Committed to equality of opportunity in employment and service delivery • Committed to continuous improvement 		<p>Application / Interview</p>
<p>Other requirements</p>			

Conditions of Service

General

Conditions of service will vary from service to service. However, there are some general points to cover.

Conditions of service generally are those contained in the appropriate National Joint Council Schemes but have been supplemented in a number of areas by locally agreed conditions. The relevant Handbooks are available for reference in all departments.

Office Hours

The normal working week is 37 hours. Council offices are generally open to the public from 8.30 a.m. to 5.00 p.m. (4.30p.m. on Friday). The majority of office staff are able to take part in the Councils flexible working hours scheme. Elsewhere, fixed hours or shift working may be operated according to the needs of a particular service.

Annual Leave

The basic annual leave entitlement is 26 days plus 8 public holidays. Employees with 5 years continuous service receive 31 days annual leave.

Sick Pay

Most employees are covered by the provisions of the nationally agreed sick pay schemes which allow periods of absence on half pay and full pay according to length of service.

Pension

You will automatically be entered into the Local Government Pension Scheme (LGPS) unless you choose to opt out. This is a contributory pension scheme and meets Government standards for automatic enrolment. If you do not opt out within three months of joining the LGPS, you will not be eligible to receive a refund of your contributions but will instead be given deferred benefits within the Scheme. If you decide to opt out of the Scheme your employment, earnings and age will be monitored in line with automatic enrolment guidelines.

Medical Examination

Before commencing your employment, you will need to complete a medical questionnaire and may be subject to a medical examination.

Probation

New entrants to Local Government will be required to complete a six month probationary period.

Equal Opportunities

The Council is working towards an environment where all employees, residents and service users receive equal treatment regardless of gender or gender reassignment, marital or civil partnership status, sexual orientation, age, disability, race, religion or belief, social origin, pregnancy and maternity.

Job Sharing

A voluntary Job Sharing Scheme is in operation. Applications to job share are welcome and there is no requirement for you to apply with a partner.

Payment of Salaries

Salaries are paid monthly on the last working day of the month. All payments are made by credit transfer direct to a nominated bank or building society.

Smoking Policy

The Council operates a No Smoking Policy.

Politically Restricted Posts

The Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 designate certain posts as politically restricted. If this is

the case it will be detailed on the job description and means that you would be disqualified from being a member of a Local Authority, the House of Commons or of the European Parliament. Further information is available upon request.

Rehabilitation of Offenders Act 1974

Having a criminal record will not necessarily bar you from working for the Council. This will depend on the nature of the post and the circumstances and background of your offence(s). To assist the Council in determining the suitability of your employment, certain posts are subject to a DBS check. If this is the case an appropriate statement will appear in the recruitment advertisement.