

## Job description and employee specification

<b>Job title:</b>	Communications Specialist	<b>Location:</b>	Coleford
<b>Reports to:</b>	Head of Communications	<b>Working hours:</b>	29.6 per week
<b>Job number:</b>	TBC	<b>Salary range:</b>	Up to £27,312
<b>Supervises:</b>	N/A		
<b>Purpose:</b>	To be the principal point of contact for all communications requirements of the Forest of Dean District Council, managing and delivering a communications strategy in support of the authority's corporate objectives and working as part of a wider communications team function in support of Publica.		
<b>Key responsibilities:</b>	<ul style="list-style-type: none"> <li>• Devise, deliver and evaluate targeted, integrated communications campaigns in support of FODDC objectives</li> <li>• Support councillors and officers with strategic advice on communications, campaign planning, reputation management and media relations</li> <li>• Develop and maintain effective relationships both internally with officers and members and externally with partners, media and suppliers of commissioned services e.g. print, advertising, PR and creative services, photography</li> <li>• Contribute to the planning and delivery of internal communications across Publica member councils and PR activity for Publica itself</li> </ul> <p><b>This job description sets out the key outcomes required. It does not specify in detail the activities required to achieve these outcomes.</b></p> <p><b>General Accountabilities</b></p> <ul style="list-style-type: none"> <li>• Working to add value to, and be a valued member of the team, and to be valued by customers</li> <li>• The post holder is responsible to maintain a safe working environment and ensure as reasonably practicable that safe working practices are adopted by employees within this work environment</li> <li>• Work in compliance with the Codes of Conduct, Regulations and policies of Publica</li> <li>• Exercise proper and absolute integrity in respect of all confidential matters and the confidentiality of personal and sensitive information;</li> </ul>		
<b>Essential requirements, qualifications, skills and abilities:</b>	<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Relevant professional communications in public relations, marketing or related field, or a degree in relevant subject area</li> </ul>		

	<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Demonstrable understanding and experience of effective communications techniques, practices and current thinking</li> <li>• A proven track record of developing and implementing successful external communications plans, and/or a solid background in news journalism</li> <li>• Proven ability to work independently with an innovative approach to work</li> <li>• Political sensitivity and the ability to form productive, professional working relationships with councillors, staff and partners at all levels, both internally and externally</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Excellent standards of written and verbal communication with the ability to produce copy for a wide variety of audiences and communicate complex information in an easy-to-grasp way</li> <li>• Strong news sense and a clear understanding of risks and issues in relation to publicity</li> <li>• Understanding and experience of using social media to achieve communications objectives</li> <li>• Creative, self-starter with the confidence and ability to take ownership of and responsibility for work</li> <li>• Ability to use time effectively and to operate to tight deadlines and manage under pressure</li> <li>• Flexible team player able to work outside normal office hours and to travel across the geography covered by Publica as required</li> <li>• A clear understanding of the law as it relates to publicity, including the Local Government Act 1998 and the Government's Code of Practice on Publicity</li> </ul>	
<p><b>Desirable requirements qualifications, skills and abilities:</b></p>	<ul style="list-style-type: none"> <li>• Ability to operate effectively in an environment of constant change</li> <li>• Experience of brand guardianship</li> <li>• Knowledge and experience of photography/videography</li> </ul>	
<p><b>Special conditions:</b></p>	<ul style="list-style-type: none"> <li>• There may be a requirement to work at other Publica Group Limited and/or client locations to meet the needs of the business.</li> <li>• Expected to work reasonable additional hours in line with the needs of the service</li> <li>• You may need use of a car for work purposes</li> </ul>	
<p><b>Date of Issue:</b></p>	<p>February 2019</p>	
<p><b>Date reviewed:</b></p>		
<p><b>Reviewed by</b></p>	<p><b>Name:</b></p>	<p><b>Job title:</b></p>