

Job description and employee specification

Job title:	Communications Specialist	Location:	Cirencester
Reports to:	Head of Communications	Working hours:	29.6 per week
Job number:	TBC	Salary range:	Up to £27,312 per annum, pro rata
Supervises:	N/A		
Purpose:	To be the principal point of contact for all communications requirements of the Cotswold District Council (CDC), 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.		
Key responsibilities:	<ul style="list-style-type: none"> • Devise, deliver and evaluate targeted, integrated communications campaigns in support of CDC objectives • Support councillors and officers with strategic advice on communications, campaign planning, reputation management and media relations • 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 • Contribute to the planning and delivery of internal communications across Publica member councils and PR activity for Publica itself <p>This job description sets out the key outcomes required. It does not specify in detail the activities required to achieve these outcomes.</p> <p>General Accountabilities</p> <ul style="list-style-type: none"> • Working to add value to, and be a valued member of the team, and to be valued by customers • 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 • Work in compliance with the Codes of Conduct, Regulations and policies of Publica • Exercise proper and absolute integrity in respect of all confidential matters and the confidentiality of personal and sensitive information; 		
Essential	<p>Qualifications</p> <ul style="list-style-type: none"> • Relevant professional qualification in public relations, marketing or related field, 		

<p>requirements, qualifications, skills and abilities:</p>	<p>or a degree in relevant subject area</p> <p>Experience</p> <ul style="list-style-type: none"> • Demonstrable understanding and experience of effective communications techniques, practices and current thinking • A proven track record of developing and implementing successful external communications plans, and/or a solid background in news journalism • Proven ability to work independently with an innovative approach to work • Political sensitivity and the ability to form productive, professional working relationships with councillors, staff and partners at all levels, both internally and externally <p>Skills</p> <ul style="list-style-type: none"> • 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 • Strong news sense and a clear understanding of risks and issues in relation to publicity • Understanding and experience of using social media to achieve communications objectives • Creative, self-starter with the confidence and ability to take ownership of and responsibility for work • Ability to use time effectively and to operate to tight deadlines and manage under pressure • Flexible team player able to work outside normal office hours and to travel across the geography covered by Publica as required • 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 	
<p>Desirable requirements qualifications, skills and abilities:</p>	<ul style="list-style-type: none"> • Ability to operate effectively in an environment of constant change • Experience of brand guardianship • Knowledge and experience of photography/videography 	
<p>Special conditions:</p>	<ul style="list-style-type: none"> • There may be a requirement to work at other Publica Group Limited and/or client locations to meet the needs of the business. • Expected to work reasonable additional hours in line with the needs of the service • You may need use of a car for work purposes 	
<p>Date of Issue:</p>	<p>May 2019</p>	
<p>Date reviewed:</p>		
<p>Reviewed by</p>	<p>Name: Rachel McQuilliam</p>	<p>Job title: Head of Communications</p>