

Senior Communications Officer Grade 10

At Kirklees we want to be innovative and creative in the way we work to deliver our services to our communities. We know we have challenging times ahead so we are always looking for better and smarter ways to work.

As a C+M officer you will support the work of senior communications officers and managers. Your primary focus of work will change over time in line with your development needs and work demands.

You will have a designated line manager to support you in the development of professional skills and provide regular feedback on your performance.

During your working week you will work on a range of activity or projects, this will be assigned to you by specific Senior Officers, and you will be responsible for the quality, creativity and timeliness of your work.

You may work on a range of activity or a number of projects at any given time – and this will be clear within your objectives. This will require you to manage your time and use your planning skills.

This role is based within the Communications Service. Click here to find out more [●](#)

The Job

- Provide professional advice and support to improve and protect the reputation of the organisation, being proactive and using your initiative to deliver agreed outcomes.
- Flag up risk to the reputation of the organisation.
- Support C+M day to day activity and projects to ensure they are delivered effectively and meet defined objectives using appropriate media channels and messages.
- Clear communication media messages with senior managers, lead members and councillors.
- Monitor the effectiveness of communications and marketing work to meet requirements and providing this feedback to improve activity.
- Develop communication plans to support the requirements of the council and others.
- Monitor and managing small activity or project budgets

Job Checklist

- Dealing with colleagues and Councillors in a sensitive and appropriate way, managing conflicting demands, priorities and requirements.
- Briefing of colleagues, and specialist services that support C+M activity. In addition briefing external suppliers in line with procurement procedures.
- Using our core communication channels (press, social media, residents magazine, online channels) to provide timely, relevant and accurate information in response to customer, and service needs.
- Using our core internal communication channels (intranet, staff email cascades, newsletters, forums etc) to ensure staff are engaged in the work of the organisation and that they feel listened to.
- Using customer intelligence, research and consultation to provide an insight into the public and customers – and presenting this information for senior managers and councillors in order to improve service delivery and communications activity.
- Ensuring Health and Safety of others whilst, planning, implementing or commissioning communications activity.

The Person

We need our employees to be driven to achieve the best, to be hard working, respectful and thoughtful to each other and our customers and to be creative, wherever they work.

You will be adaptable and flexible in how you work, including hours and locations, and have the ability to quickly learn new communication skills and emerging online technologies.

You will provide advice, guidance and direction about communications best practice to colleagues at all levels across the organisation.

You will be able to deal with Councillors and council issues, impartially and with sensitivity.

You will be expected to carry out your duties in line with the Council's policies, procedures and relevant legislation.

Excellent written and oral communications skills

Able to act with integrity, maintain appropriate confidentiality and represent the organisation in a highly professional manner.

The right behaviours and attitudes are as important to us as the skills you bring to the job. We expect all our employees to demonstrate the following behaviours:

- Positive
- Honesty
- Respectful
- Flexible
- Communicative
- Supportive

We also expect you to promote and role model the Council's Expectations of a New Council employee within the organisation.

This role is at level 2/3 The Council's Behaviours and Expectations will be tested throughout the selection process.

Person Checklist

- Experience of delivering communications activities such as PR, marketing, media, communications planning, risk analysis, and evaluation skills
- Knowledge of project management and budget management processes
- Strong experience of working in an online environment, with proven experience of creating and managing appropriate content for multiple audiences and stakeholders on multiple platforms
- Experience of working on major communications and PR campaigns across the council and partners
- Excellent written and oral communications skills
- You will also need to recognise areas of reputational risk, issues of political propriety and confidentiality.
- Experience of developing and delivering communications, marketing and media plans and strategies to meet expectations of senior managers. Good research, analytical and evaluation skills to report reach, take-up of campaigns and coverage, including the ability to access information from a variety of sources and assess what is important and should be considered in the development of a communications approach.
- Experience of effectively preparing clear briefings and other documents, including communication materials skills to identify and advise on the best communications and engagement approach for planned projects and campaigns, which need to achieve long-term behavioural change with colleagues and members of the public
- Experience of writing across online media and hard copy publications.
- Highly-developed interpersonal skills, including experience of influencing and negotiating regarding channels and content.
- Ability to edit and proof to a high standard.
- Good online and social media skills, ability to update website content management systems and use of Wordpress.
- Good knowledge of filming, audio, photography and/or more advanced web publishing techniques.

This Role Profile is intended to provide an understanding and appreciation of the responsibilities of this particular job. It is not possible to specify every detail and we expect you to work flexibly within your skills, knowledge, experience and grade of this job.

For Recruitment Purposes: In order to be shortlisted for this job please demonstrate in your application how you meet the Person Checklist.