



SUPPORTING INFORMATION FOR THE POST OF

Communications Officer - Projects

July 2019

Dear Applicant

Vacant Post: Communications Officer - Projects

Thank you for your interest in the above post.

The post will be based in Corporate and Customer Services.

I enclose an application pack which includes: application form; job description and job overview.

Please ensure that you complete all sections of the application form fully. CVs are not accepted. When filling in your application form, please study the job overview carefully. If you do not demonstrate on the form that you fulfil the criteria for the position, you are unlikely to be successful in your application

**The closing date for applications is 1 August 2019.
Interviews will be held on 9 August 2019.**

Yours sincerely,

Steph Bond
HR Business Partner

Communications Officer - Projects
37 hours
£24,313 to £26,317
This post is currently subject to job evaluation

Are you a proactive communications or marketing specialist with a hunger for developing services?

North Kesteven District Council has created a new role to lead on the promotion of specific services delivered through collaboration with partner councils and stakeholders.

The successful candidate will display flair and innovation in the exploration, evolution and execution of promotional and engagement activities on behalf of the Wellbeing Lincs partnership supporting adults across Lincolnshire through life's changes and also aspects of the Council's Economic Development programme, with particular on the Visitor Economy at a time of exciting expansion and growth.

With a high-level of commitment to professional standards and a demonstrable appetite and ability for spreading the word and broadening understanding of these particular service areas, they will be confident and experienced in planning and delivery communications campaigns to positive effect.

If you feel you have what it takes to inspire people, to deliver on projects through partnership and to change hearts and minds and work ... this could be the role for you.

If so, we'd love to hear from you.

For an informal discussion around this exciting new role call Jason Hippisley on 01529 414155.

To complete an application form and further details, please visit our website
www.n-kesteven.gov.uk

The closing date for applications is 1 August 2019.
Interviews will be held on 9 August 2019.

POST TITLE: Communications Officer: Projects

POST Ref No: CCS
POST GRADE: New grade 4
ALLOWANCES: Essential Car User
WORKER TYPE: Agile Flexible
CONTRACT TYPE: Permanent

Where this job sits in the organisation:

DIRECTORATE: Corporate & Customer Services
DIVISION: Communications & Media
RESPONSIBLE TO: Communications & Media Manager
RESPONSIBLE FOR: None

JOB PURPOSE:

To support the delivery of an efficient and effective Communications function, applying specialist skills that ensure high quality service delivery and professional standards with particular emphasis on promoting the Wellbeing Lincs and NK Visitor Economy services; ensuring high quality service delivery and professional standards, compliance with partnership objectives, and supporting service growth to new customers.

PRINCIPAL DUTIES & RESPONSIBILITIES:

- To proactively deliver communication and marketing functions in support of the defined services, ensuring information governance standards, any legislative requirements and service processes are followed at all times and the Communications & Media Manager is kept informed of any emerging risks.
- Develop, co-ordinate and implement forward plans and marketing initiatives for the development and promotion of the defined services and to deliver a range of processes, mechanisms and channels to achieve this.
- Provide information, advice and guidance to customers, colleagues and partners, supporting them in advocating and promoting the services at external shows and events.
- To take an active role in the organisation and execution of external events and shows to promote the services to the public and partners.
- Collate information and produce associated reports as requested; assessing, analysing and interpreting both qualitative and quantitative data, identifying trends, testing solutions and contributing to the provision on management information.
- Maintain effective service delivery standards, successfully supporting the Communications, Wellbeing Lincs, Economic Development and Visitor Economy

teams to deliver their roles to the best of their abilities following policies and procedures.

- Maintain all applicable social media, web and digital systems, ensuring all data inputted is accurate and up-to-date; and helping all system users to access and input data accurately, analyse information and produce reports.
- Actively promote services available to potential customers and broader stakeholders through established and emerging channels, as appropriate.
- Allocate time and resources in fulfilling communications and marketing functions for the defined services, in a manner commensurate with the funding structure of the post.
- Develop and maintain successful relationships with internal and external customers and stakeholders and ensuring the service is meeting their needs and report feedback about the service to the Communications & Media Manager and project leads as appropriate.
- Investigate best practise as appropriate to continue to improve service delivery.
- Work with partners, gaining a good working knowledge of their remits in order to achieve mutual objectives
- Ensure all legislative and organisational requirements are met within the service.
- Maintain an awareness of technical developments relevant to own areas of responsibility and provide advice and support to others
- Determine priorities to meet planned objectives and requirements; and advise on the future resources and associated costs for provision of the service.
- Assist in report writing and development of briefings and presentations.
- To undertake such other duties as may be determined from time to time, within the general scope and commensurate with the grade of the post. Duties outside the scope of the post may be undertaken with the consent of the post holder.

KNOWLEDGE, SKILLS & EXPERIENCE

- Relevant Communications or Marketing degree, plus in-depth working experience or off-the-job training in relevant role
- Developed numeracy, literacy and IT skills
- In-depth knowledge of relevant systems and processes
- Initiative and judgement to resolve problems independently
- Ability to communicate clearly through multiple channels
- Understanding and application of relevant legislation, policies and procedures
- Effective planning and project management skills, with the ability to work to deadlines
- Pragmatic and solution-orientated. Committed to continuous improvement and high standards

- Experience of negotiation, influencing, building and sustaining relationships in order to achieve results
- Interpersonal skills at all levels internally and externally.

MANDATORY JOB REQUIREMENTS

- A valid driving licence
- Access to a vehicle
- Qualifications as outlined

OUR COMMITMENT:

NKDC is a people-focussed, honest and high performing organisation, which utilises teamwork to deliver a professional service to our customers and partners and to support everyone within of our district of flourishing communities to make a positive contribution.

All our employees are supported to manage their workload, take responsibility, be proactive about their own development, to work effectively with others, and to meet our customers' needs; and where relevant are supported to be effective managers and leaders. We expect all employees and volunteers to comply with all current legislation, Council Policy and procedures including, but not limited to, duties defined in the Health and Safety at Work etc Act 1974, the Council's Health and Safety Policy, and any specific Council policies as appropriate to your role.

The Council is committed to safeguarding and promoting the welfare of children, young people and adults at risk. We expect all employees and volunteers to share this commitment. All employees working for the Council who come into contact with children, young people and adults at risk are expected to comply with all requirements detailed within the Safeguarding Policy.

The council works closely with Union representatives to help ensure approaches and solutions adopted are fair and equitable across our workforce. All employees have the right to join a trade union and to take part in its activities. All employees also have the right not to belong to a trade union.

Job Overview

Knowledge	The jobholder needs knowledge of the Organisation's relevant procedures or practices plus additional technical knowledge in order to do this job. He/she also needs a detailed understanding of the relevant legislation related to his/her area of work plus a detailed understanding of the underlying concepts and principles of the specialist area within which this job operates at an advanced level. A combination of formal off-the-job training plus 3 to 4 years' relevant experience, or previous education to graduate level, should provide a sufficient depth of knowledge to do this job.
Mental Skills	The jobholder is regularly faced with problems or situations which he/she must resolve personally, usually done by applying existing rules, procedures or instructions. The nature or scope of some of these problems will not be apparent on first inspection and will require the jobholder to assess the situation first. The job involves developing plans for future actions, activities or events, more than a month in advance.
Interpersonal and Communication Skills	The jobholder is regularly required to motivate and/or train other members of staff using his/her leadership skills. Advisory, guiding, negotiating and/or persuasive skills are required regularly at a developed level. It involves the exchange of complicated and/or sensitive information, both orally and in writing. The information can often be both complex and potentially contentious and the jobholder has to communicate this sort of information to a range of different types of audience, including non-specialists. It is, however, generally restricted to one main subject area.
Physical Skills	Keyboard and/or mouse skills, for more than just e-mails, memos, short letters or the equivalent, are necessary and integral to the main duties of the job. The ability to drive is necessary to undertake the full range of duties and the normal workload of this job.
Initiative and Independence	The jobholder's activities are undertaken in accordance with policies and procedures laid down by others, although the jobholder is not always given instructions or predetermined schedules defining how the main task(s) are to be carried out. He/she is expected to prioritise allocated tasks and duties within the workload for the day and is required to make decisions about when and how duties are to be carried out beyond that. The jobholder is free to decide independently, i.e. without first referring to anyone else, how to handle problems or situations which have not arisen previously and for which there are no specific procedures or precedents.

Physical Demands	This job requires the jobholder to use a high level of effort in lifting or carrying for a small but distinct proportion of the total working time. Standing/walking also places demands on the jobholder for a medium proportion of the total working time.
Mental Demands	Concentrated mental attention is required to ensure that the tasks and duties of this job are carried out correctly. This has to be applied over lengthy periods of time at least once a week. Working to deadlines is a feature of this job. While some of these are foreseeable in the normal cycle of work, others are unpredictable in nature and occur frequently. He/she is occasionally subject to conflicting demands, with more than one person requiring a service or assistance simultaneously. Unavoidable interruptions occasionally make it difficult to complete the job duties.
Emotional Demands	The job involves direct involvement, both in person and by telephone, with people whose personal circumstances or behaviour could place emotional demands on the jobholder or cause emotional upset. These are mainly users of the Organisation's services but the level of emotional demand is not "significant" when compared with that experienced by some other employees. This emotional demand is an integral feature of the job occurring relatively often.
Responsibility for People - Well-Being	The jobholder has an impact on the well-being of individual, or groups of, people through his/her work with Statutory Regulations which could have a direct impact on their health, safety or well-being, without personally implementing or enforcing these.
Responsibility for Supervision, Direction, Co-Ordination of Employees	The jobholder is not required to supervise or manage any Organisation employees. The job occasionally involves the demonstration of duties to, giving advice and guidance to, or the training of other employees, students or trainees.
Responsibility for Financial Resources	The jobholder has some responsibility for financial resources. He/she has to account for expenditure, income, money in the form of cash, cheques, direct debits, invoices, or some other equivalent, where care, accuracy and security are particularly important. The sums involved are relatively small. The jobholder personally handles or processes small amounts of cash, cheques or other near-cash equivalent.
Responsibility for Physical and Information Resources	The jobholder's main responsibility for physical resources is for manual and/or computer information. He/she personally produces or processes some of this information and is responsible for the accuracy of the data produced by other people or for taking positive

and unusual steps to ensure the accuracy, confidentiality and security of data produced personally. The jobholder also has a responsibility for equipment and/or tools and he/she is personally responsible for the adaptation, development, design or procurement of a considerable range of equipment used by the Organisation. He/she has to both use and maintain equipment and/or tools. This is "day-to-day" maintenance (i.e. cleaning, re-fuelling, carrying out minor repairs, etc.).

Working Conditions

The jobholder occasionally has to work outdoors but he/she has regular exposure to disagreeable, unpleasant or hazardous situations for a small proportion of the total working time. Verbal abuse, aggression or other anti-social behaviour from members of the public is a feature of this job, but it rarely lasts for long and no response from the jobholder is expected or required.

MAIN TERMS AND CONDITIONS OF APPOINTMENT

Vacant Post: Communications Officer - Projects

A copy of the job description is attached

Salary

£24,313 to £26,317– subject to job evaluation

Hours of work

The hours of work are 37 per week

Holidays

The annual holiday entitlement is 25 days (increasing to 30 days after 5 years service in local government) plus 8 Bank and Public days (pro rata for part time staff).

Sickness

Subject to certain qualifying criteria, you will receive your normal pay when you are off sick.

Pension

This is a Local Government Pension Scheme.

The closing date for applications is 1 August 2019.

Interviews will be held on 9 August 2019.