



SUPPORTING INFORMATION FOR THE POST OF

Communications Officer

September 2020

Dear Applicant

Vacant Post: Communications Officer

Thank you for your interest in the above post.

The post will be based in Corporate and Community Services.

I enclose an application pack which includes: application form; Generic Role Profile 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 11 October 2020

Interviews will be held on 11 November 2020

Yours sincerely,

Steph Bond
HR Business Partner

Communications Officer
Permanent, 37 hours
Grade 4(2) £24,982 to £27,041 per annum

North Kesteven District Council is seeking an experienced and emotionally-intelligent communications professional to join its small but energetic team; someone enthusiastic and self-motivated, with a real passion for excellence in handling social and traditional media, public relations, marketing and engagement.

You will be an innovative, efficient and proactive individual who can create compelling and dynamic content across digital, design and traditional print channels. Creativity, attention to detail and strong visual and language skills are paramount in seeking out original ways to engage with and disseminate information to various audiences.

This post puts you at the heart of a busy and fast-paced operation which is critical in the promotion of the Council's objectives, services and functions through both external and internal communications. You will respond to a growing emphasis on digital and visual solutions; developing and delivering communications campaigns and supporting in the planning and execution of events and engagement opportunities.

You will need to be a highly literate, dynamic and confident person with a relevant degree or equivalent and transferable communications experience already under your belt. You will be competent across all aspects of communication, especially in writing, editing and proof-reading. A demonstrable flair for graphic design in order to support the broader team is desirable.

You will be highly motivated, a self-starter, innovative and able to work to tight and demanding deadlines in a calm, level-headed and responsive manner; happy dealing with people of all circumstances and competent in communicating the Council's corporate objectives with clarity and consistency across a range of platforms.

You will be required to apply a high level of diplomacy and discretion in carrying out this politically-restricted role, to engage and advise at a senior level and show an appreciation of the contribution local government can make to the welfare of the people living, working and visiting in its area.

This is a fantastic opportunity for someone with experience in a similar role to develop and support the team in innovating new techniques for promoting a positive image of the Council as a whole.

If you feel you have what it takes to inspire people and influence hearts and minds, this could be the role for you.

If you would like an informal chat about this post, please call Jason Hippisley, Communications & Media Manager on 01529 308061.

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

**The closing date for applications is 11 October 2020
Interviews will be held on 11 November 2020**

POST TITLE: Communications Officer

Technical & Service Delivery B2 – Generic Role Profile

JOB PURPOSE:

To apply technical skills and knowledge across the service ensuring a high standard of customer service and to support the delivery of the NK Plan

PRINCIPAL DUTIES & RESPONSIBILITIES:

- Provide technical, policy or procedural advice and guidance to colleagues and customers
- To develop and provide instruction, guidance and training to colleagues as required
- Support the development of and follow procedures to ensure adequate resources are available to meet the needs of the service as appropriate
- Respond and resolve a range of enquiries or problems, judging when to pass serious and/or complex enquiries or problems to a more senior officers
- Diagnose and rectify faults/problems with equipment, systems and or procedures; liaising with other teams and/or partners as appropriate
- Support the development and implementation of new methods, techniques, equipment and/or systems
- Undertake routine financial and data processing, including raising orders and requisitions, checking and maintaining stock in accordance with approved relevant procedures, ensuring security is maintained
- Ensure a range of service-specific data is accurately recorded and securely maintained
- Plan and prioritise own workload to ensure operational efficiency, responding to new demands, including those arising from non-standard work
- Assist in the production and delivery of service-specific reports, briefings and presentations
- Receive and respond to general enquiries from customers (external and/or internal), referring requests outside of one's own knowledge base/responsibility to the appropriate person/area in order to provide an efficient and effective service
- Monitor and maintain a safe working environment for self and others
- Promote a positive image of the service area and the Council as a whole
- Ensure effective communication with Councillors and team members at all levels
- To lead by example by embracing and living the organisation's values and behaviours

- 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

FOR TEAM LEADERS

- Directly line manage colleagues to deliver the service
- Ensure staffing levels are appropriate to meet the service need and customer demand
- Recruit, train, appraise and develop team members - being the first line for the team's performance management
- Monitor performance and take appropriate corrective action to ensure performance levels are consistently met in line with the Competency Framework

KNOWLEDGE, SKILLS & EXPERIENCE

- Either academic or vocational qualifications
Or
- Equivalent work experience in a comparable setting
- Developed numeracy, literacy and IT skills as appropriate
- Specialist knowledge of relevant systems/equipment/processes
- Initiative and judgement to resolve problems independently
- Ability to communicate clearly through multiple channels
- Knowledge of relevant legislation, policies and procedures
- Ability to assess data and information and to identify problems
- Skills in influencing and negotiating with colleagues, customers and partners

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 in making positive contributions in support of a District of Flourishing Communities.

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 their role.

We are 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 who come into contact with children, young people and adults at risk are expected to comply with all requirements detailed within the Safeguarding Policy.

We work 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.

MANDATORY JOB REQUIREMENTS

- Degree or equivalent in journalism, marketing or related subjects and experience in a communications role.
- Good understanding of workings of local government and current issues affecting it.
- Skill and aptitude for the presentation of complex information in written and pictorial manner suitable to the capabilities of any target audience.

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. Even a combination of formal off-the-job training plus 3 to 4 years' relevant experience, or previous education to graduate level, would not 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 and some of the more difficult ones are not covered by existing rules, procedures or instructions. Some of these problems will require the jobholder to apply creative skills in order to develop new solutions, incorporating ideas or concepts which were previously untried within the sector. When trying to clarify one of the more complex problems that he/she has to resolve, the information required can come from a variety of different sources. This information is sometimes conflicting, requiring judgement by the jobholder to assess and select/reject. The details of the problem or situation may be varied and complex. The jobholder also contributes to the development of solutions or plans for future implementation.
Interpersonal and Communication Skills	The jobholder is, on occasions, required to motivate and/or train other members of staff. Advisory, guiding, negotiating and/or persuasive skills are required regularly at an enhanced level. The exchange of complicated and/or sensitive information is a requirement of the job. The communication of this information can be carried out orally or in writing, with a range of quite different types of audience. The information can sometimes be both complex and potentially contentious.
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 jobholder has to be able to use a keyboard and mouse with both precision and speed.
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 considerable effort in lifting or carrying for a medium proportion of the total working time. Working in constrained positions is also required for a small but distinct 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 Members or Councillors and exposure to behaviour giving rise to emotional upset is an integral feature of the job, occurring frequently.
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 regularly 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 job involves limited, or no, direct responsibility for financial resources. The work may involve occasionally handling small amounts of cash, processing cheques, invoices or 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 which he/she has to use to do the job. The jobholder has a contributory responsibility for the development of policies and supporting procedures related to the Organisation's physical resources to meet changes in external regulations, statutory requirements or technological developments. He/she also provides advice and guidance on established internal policy related to the Organisation's physical resources and this involves the interpretation of policy or procedures to meet specific circumstances.
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. Serious verbal abuse, aggression or other anti-social behaviour from members of the public is an unavoidable and regular feature of this job. These incidents can be moderately long.

MAIN TERMS AND CONDITIONS OF APPOINTMENT

Vacant Post: Communications Officer

A copy of the generic role profile and job overview is attached

Salary

Grade 4 (B2) £24,982 to £27,041 per annum

Hours of work

The hours of work are 37 per week

Benefits

This post attracts essential car user and a healthcare cash plan

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 11 October 2020

Interviews will be held on 11 November 2020