

HARBOROUGH DISTRICT COUNCIL - JOB DESCRIPTION

POST: Communications and Marketing Assistant

TEAM: Communications Team

GRADE: 3

SERVICE AREA: Communities

RESPONSIBLE TO: Communications and Marketing Service Manager

VARIATIONS TO STANDARD CONDITIONS OF SERVICE

1. This is a description of the job as it is constituted at the date shown below. It is the practice of this Authority to periodically examine employee's job descriptions and to update them to ensure that they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This procedure is jointly conducted by each manager in consultation with those working directly to them. You will therefore be expected to participate fully in such discussions. It is the Authority's aim to reach agreement to reasonable changes, but if agreement is not possible management reserves the right to insist on changes to your job description after consultation with you.
2. Some evening and weekend work may be required.
3. This post is politically restricted.

DATE ISSUED: June 2022

JOB PURPOSE:

To support the promotion of council services and initiatives in line with council priorities, provide clear information to the council's internal and external stakeholder groups and support the protection and enhancement of the reputation of Harborough District Council.

PRINCIPAL RESPONSIBILITIES:

1. Support the team by writing copy for newsletters and writing media releases
2. Draft, schedule and monitor social media content and respond to social media enquiries
3. Manage and update the digital display boards outside the council offices
4. Manage and develop a photo library, sourcing and editing photos as required
5. Provide support for internal communications activities including writing copy for the intranet and editing intranet pages
6. Update announcements on the council website and upload media releases to the latest news section and home page
7. Assist with monitoring communication and marketing material across the council to ensure compliance with branding and accessibility guidelines

8. Assist with collating information for media enquiries
9. To uphold and display the HDC behaviour competency framework and administrative support to the team, including raising Purchase Orders
10. Support officers in monitoring and evaluating communications and marketing activity and help to identify potential improvements
11. Research and benchmarking communications and marketing activity carried out by comparable external organisations to inform continuous evaluation and improvement least level 1
12. To ensure confidentiality is maintained and Council policy relating to data protection is always followed
13. To ensure compliance with all Council policies and statutory requirements and guidance in relation to Equality and Diversity, Equal Opportunities, Health and Safety, Safeguarding and Communication and involvement policies
14. As a term of employment, the postholder may be required to undertake other such duties as may reasonably be required of you in the post and department (or section) mentioned above or in a comparable post in any of the Organisation's other sections or departments at any of the Authority's establishments.
15. Health and Safety
 - To be familiar with and always comply with
 - the Council's general health and safety policy,
 - the Council's specific health & safety policies and procedures as detailed in the Council health and safety policy documents, and
 - local department specific health and safety procedures as amended or added to from time to time.
 - To report any unsafe practice, accident, incident, dangerous occurrence or hazard found during the course of your work to your line manager for action.
 - To take reasonable care for the health and safety of yourself and of other persons who may be affected by your acts or omissions at work. To maintain Personal Protective Equipment and to report any PPE that is defective.
 - To co-operate with all staff and members of the authority so far as is necessary to enable all health and safety requirements to be performed or complied with.
 - To ensure anything provided in the interests of health, safety or welfare is not intentionally or recklessly interfered with or misused.

HARBOROUGH DISTRICT COUNCIL – PERSON SPECIFICATION

JOB TITLE:	Communications and Marketing Assistant		
TEAM:	Communications Team		
GRADE:	3	WEEKLY HOURS:	37
CONTRACT TYPE:	Full time – fixed term for 18 months with the possibility of becoming permanent depending on funding		

Please clearly state how you meet the requirements of the Person Specification, providing evidence where possible.

TYPE OF CRITERIA	ESSENTIAL REQUIREMENTS: Minimum requirements for the successful completion of the job	ASSESSMENT A / I / T / E	DESIRABLE REQUIREMENTS: Elements that contribute to improved / immediate performance in the job	ASSESSMENT A / I / T / E
QUALIFICATIONS	English and Maths GCSE Grade C / 4 or equivalent experience	A and E	2 A Levels A - C	A and E
			Communications/PR, marketing, or journalism qualification	A and E
EXPERIENCE	Experience of working with, and communicating confidently (both in writing and verbally) with, a range of individuals and organisations	A and I	Previous experience in local government	A and I
	Experience of writing clear and engaging copy, e.g. for press releases, social media, websites or similar in a personal, educational or professional capacity	A and I	Experience of working in a communications or marketing team	A and I
		A and I		
KNOWLEDGE	Knowledge of MS Office	I		
	An interest in communications and marketing	A and I	Editing web and intranet pages in Content Management Systems (CMS)	A and I
	Able to demonstrate knowledge of social media platforms and communication activities and channels, including websites and electronic newsletters.	A and I		

SKILLS	Ability to write clear, accurate and engaging copy in plain English for a range of different audiences	A and I	Working knowledge of desktop publishing software for basic layout and image manipulation purposes Ability to use MS PowerPoint Good research skills	A and I A and I A and I	
	Able to quickly understand and interpret information relating to a wide range of subject matter	A and I			
	Excellent administration skills	A and I			
	Proactive and able to pick up on opportunities for content	I			
	Good organisational skills. Able to prioritise and adapt to quickly changing priorities	A and I			
	Able to demonstrate political awareness, confidentiality, tact and diplomacy	I			
	Excellent Microsoft Word and the ability to use a range of social media platforms	A and I			
	Excellent communication skills (written and verbal)				
	Able to develop good working relationships outside and within the organisation, including Senior Officer and Members	A and I A and I			
	Excellent customer service skills	I			
	Able to work flexibly	I			
	Able to work under own initiative, under pressure and to deadlines with minimal supervision	I			
OTHER	Some evening and weekend meetings may be required	I			
	Able to comply with the political restriction of the post (further information is available from the HR Department)	I			
Assessment Legend:		A = Application	I = Interview	T = Test or Assessment	E = Evidence (e.g. certificate)
N.B. Where more than one assessment stage is indicated against a criteria that criteria must be demonstrated at both stages. Additional/Useful requirements listed may be used for sifting purposes.					