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**Communications Assistant**

Job Description / Person Specification

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Job Description

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| ***Job Title*** | Communications Assistant  |
| ***Location*** | Civic Offices |
| ***Grade/Salary Range*** | RG4b (scp 11-scp 17) |
| ***Service/Directorate*** | Directorate of Economic Growth and Neighbourhood Services |

Job Purpose

1. To support the Council in delivering its vision and priorities by supporting the Communications Team to deliver a portfolio of internal and external communications campaigns and projects.

Designation of Post and Position within Departmental Structure

1. This post reports to the Culture Development Officer.

Main Duties and Responsibilities

1. Production, delivery and editing of communications materials including:
* Producing social media content using simple software e.g. Canva
* Scheduling and posting social media content using a tool e.g. Orlo
* Creating emails using a mass email tool e.g. Mailchimp
* Layout of leaflets, newsletters etc using e.g. InDesign
* Taking photos and shooting and editing video
1. Commissioning others to create communication materials including photos, video, leaflets and brochures, webpages, and newsletters.
2. Managing systems that coordinate communication activities e.g. photo library, communications calendar, content calendar.
3. Gather and analyse data to help the team evaluate and report back on the performance of communication campaigns.
4. Support the day-to-day running of the communication team, for example processing invoices, collating and reporting feedback, coordinating project plans.

Scope of Job (Budgetary/Resource Control/Impact)

1. Postholder supports media and communications colleagues to deliver projects and activities.
2. The post has an impact on the team’s ability to deliver its objectives.
3. The postholder administrates processes and budgets.

Special/Other Requirements/Responsibilities of this Post

|  |  |
| --- | --- |
| ***Level of DBS check required for this post*** | DELETE AS APPROPRIATE:No Check Required |
| ***Does the post require a check against the list of people barred from working with vulnerable adults?***  | NO |
| ***Does the post require a check against the list of people barred from working with children?*** | NO |
| ***What other security/safer recruitment clearances are required for this post? (excluding standard identity/work permit/education qualification checks)*** | N/A |
| ***Is this post “politically restricted”?*** | YES |
| ***Responsibility for Health & Safety:*** | LEVEL 1 / LEVEL 2 / LEVEL 3 |
| ***Please specify responsibility for implementing the Council’s risk management strategy as it applies to the service, ensuring risks to service delivery and specific projects or initiatives are recognised and that actions are taken and monitored to mitigate risks identified*** | N/A |
| ***Please specify any other Statutory Duties and/or responsibilities of this post not already covered in the “Main Duties & Responsibilities” above*** |   |

Person Specification

****Qualifications/Education/Training****

1. Good standard of general education essential especially excellent written English.
2. Qualification in communication related field desirable e.g. digital communications, social media, graphic design, journalism.

****Experience****

1. Experience using of a range of software such Word, Excel, Indesign, Canva, WordPress, Mailchimp.
2. Experience or knowledge of social media from professional or personal use, such as blogging, using social media sites, producing content.
3. Interest in marketing, media or communications.

****Skills, Abilities & Competencies****

1. Good written and oral communications skills.
2. Ability to build effective relationships and networks and to act appropriately with public audiences, e.g. media briefings, Council events.
3. Ability to learn new skills and software packages.
4. Able to plan and organise own workload.
5. Ability to work as part of team and follow clear directions.

****Specific Working Requirements****

1. Required to work the occasional evening or weekend e.g. Council events, election coverage.
2. Health and Safety level 1.