

Folkestone & Hythe District Council Job Description

JOB DETAILS	
Job Title	Communications and Campaigns Specialist
Service Area / Team	Communications
Reports to	Senior Communications and Engagement Officer
Grade & Annual Salary	Grade F
Politically Restricted Post	No
DBS Requirement	Standard

JOB PURPOSE
<ul style="list-style-type: none"> • [50%] To deliver a communications service that strengthens and enhances the council's reputation among its residents, businesses and peers as the provider of high quality, effective and efficient public services. • [50%] To deliver high quality communications support to the Housing service, becoming an integral part of the Housing team able to proactively identify opportunities to promote the service and to enhance the quality of the communications delivered to tenants and leaseholders and stakeholders.

MAIN DUTIES AND RESPONSIBILITIES	Frequency (daily/weekly/ monthly/annually etc)
<ul style="list-style-type: none"> • Develop and deliver communications activities and messaging that are consistent with the council's corporate priorities and the objectives of its services providers. 	Daily
<ul style="list-style-type: none"> • Advise, brief and prepare the Leader of the Council, Cabinet and other councillors, as necessary, on all media issues including responding to interview and broadcast requests. 	Daily
<ul style="list-style-type: none"> • Use, champion and defend the council's brand and corporate communications guidelines. To develop a house style for Housing in line with the corporate guidelines. 	Daily
<ul style="list-style-type: none"> • To make the best use of digital communication including social media to engage residents, promote stories and raise the profile of the council's housing service. 	Daily

<ul style="list-style-type: none"> • To use research and knowledge about resident profiles and needs in order to focus messages and information for differing audiences using a range of channels, identifying the most efficient channel for maximum impact. 	As required
<ul style="list-style-type: none"> • To champion the development of digital communication with tenants and leaseholders. 	Daily
<ul style="list-style-type: none"> • To review and where necessary take a lead to improve operational correspondence and publications within Housing. 	As required
<ul style="list-style-type: none"> • Support the Housing service to develop and maintain their digital content so that it delivers services online and explains the service to customers. 	As required
<ul style="list-style-type: none"> • Work with service heads, managers and team leaders to develop achievable communications plans to support service planning objectives and feed into the communications forward plan both for Housing and other services. 	Daily
<ul style="list-style-type: none"> • To lead the production of key publications, including the tenant newsletter. Work with colleagues and tenant organisations to produce their publications, providing training where necessary. 	As required
<ul style="list-style-type: none"> • To be mindful of the profile of the Housing service within the wider FHDC organisation and to be a conduit to highlight stories and appropriate information to the internal communications team 	As required
<ul style="list-style-type: none"> • Assume account management responsibility for marketing the council's commercial Lifeline service 	Daily
<ul style="list-style-type: none"> • Analyse and understand the council's different audiences to deliver the most appropriate corporate and service messages via the most efficient channel for maximum impact. 	As required
<ul style="list-style-type: none"> • Write high quality copy to deliver appropriate messages to identified audiences, using Plain English and meeting accessibility requirements. 	Daily
<ul style="list-style-type: none"> • Support service areas to develop and maintain their digital content so that it delivers services online, and explains their services to customers. 	As required
<ul style="list-style-type: none"> • Use traditional and digital corporate communications to drive traffic to the council's digital platforms for information and to complete transactional tasks. 	Daily
<ul style="list-style-type: none"> • Write proactive news releases for the local press (and regional and national press if appropriate), social media and the council's website, following the council's internal approval procedures. 	Daily/weekly
<ul style="list-style-type: none"> • Respond to press enquiries promptly and robustly to protect the council's reputation following the council's internal approval procedures. 	Daily

<ul style="list-style-type: none"> Develop strong relationship with the local media and maintain a list of media contacts. 	Daily
<ul style="list-style-type: none"> Develop campaign and marketing plans to deliver commercial results where appropriate. 	As required
<ul style="list-style-type: none"> Edit Your District Today (the council's magazine for residents): establish the theme and content headings, plan and write content, liaise with senior managers, officers and councillors, commission the design and production. 	Twice yearly
<ul style="list-style-type: none"> Write proactive social media posts. Monitor social media activity. Support the Customer Services Team to deliver customer services via social media channels. 	Daily
<ul style="list-style-type: none"> Produce other content for external publication including written material, advertisements, pictures and video/multi-media content. 	As required
<ul style="list-style-type: none"> Working as part of a team to plan and deliver integrated communications. 	Daily
<ul style="list-style-type: none"> Monitor, analyse and evaluate the success of communications activities against targets using a range of tools including social media and Google analytics. Report on findings and make recommendations for continuous improvement. 	Weekly
<ul style="list-style-type: none"> Support corporate project groups as and when required. 	As required
<ul style="list-style-type: none"> Deal with urgent media enquiries out of normal office hours. 	As required
<ul style="list-style-type: none"> To act as an Emergency Media Officer as part of the Emergency Plan. 	As required

CORPORATE RESPONSIBILITIES

- Adhere to the council's safeguarding policies and procedures and undertake relevant training in order to help protect children and vulnerable adults within the district.
- To comply with legislation, council policies and procedures including the Data Protection Act, Freedom of Information Act, Information Security Policy, the Code of Conduct for Officers and to participate in any Emergency Planning activities as required.
- To actively demonstrate the values and behaviours of the council.

- | |
|---|
| <ul style="list-style-type: none">• To ensure our customers are valued by taking into account their views and needs in all that we do. |
| <ul style="list-style-type: none">• To contribute to the development and achievement of relevant corporate and service objectives by suggesting ideas for service improvements. |
| <ul style="list-style-type: none">• To communicate openly and honestly with colleagues, members and customers. |
| <ul style="list-style-type: none">• To undergo any training necessary to be able to fulfil the requirements of the job. |
| <ul style="list-style-type: none">• To carry out other duties commensurate with the grade, skills, experience and qualifications of the post holder as directed and as may be required from time to time. |

Folkestone & Hythe District Council Person Specification

Post Title: Communications and Campaigns Specialist

Important Information for Applicants:			
The criteria listed in this person specification are the requirements for the post. Where the method of assessment is stated to be the application form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, you may not be shortlisted. Please give specific examples wherever possible.			
Factors	Criteria	Means of Assessment	
		Application	Interview
Qualifications	Essential <ul style="list-style-type: none"> ▪ A – C Maths and English GCSE, Level 2 literacy and numeracy (or equivalents) or recent and relevant experience that demonstrates proficiency in English and maths. ▪ A relevant professional qualification, such as CIPR or CIM, or proven experience in a similar role. 	✓	
	Desirable <ul style="list-style-type: none"> ▪ National Council for the Training of Journalists Proficiency Test. A degree, diploma, or equivalent in a Marketing or Communications related field. ▪ Evidence of continuous professional development in communications. 	✓	
Experience and Knowledge	Essential <ul style="list-style-type: none"> ▪ Recent and relevant experience working in a communications team. ▪ Experience of operating MS Office systems such as Microsoft Word, Excel, Outlook and PowerPoint. ▪ Experience in writing, editing and/or signing off press releases, news stories and other forms of corporate communication / publications. ▪ Experience of using social media to deliver communication objectives. ▪ An understanding of different communications channels and strategies, which can be utilised by local authorities. ▪ Experience of developing and evaluating communication and marketing strategies across all forms of media. 	✓	✓

	<p>Desirable</p> <ul style="list-style-type: none">▪ The ability to produce engaging content for a wide range of audiences and across a wide range of communication channels (e.g. print, web, email, photos, multi-media etc).		✓
--	--	--	---