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| <b>Designation:</b>     | <b>Projects Communications and Engagement Officer</b>   |
| <b>Grade:</b>           | <b>Stroud 5 - £32,234</b>   |
| <b>Hours:</b>           | <b>37</b>   |
| <b>Location:</b>        | <b>Mainly working from home but presence at Ebley Mill required at times in accordance with work programme commitments.</b>   |
| <b>Job Purpose:</b>     | <b>To develop and deliver engaging communications and engagement products to support internal and external programmes and projects. To ensure all stakeholders are aware of the ambitions of the programmes and projects and have an opportunity to engage and influence.</b> |
| <b>Responsible to:</b>  | <b>Corporate Communications Manager</b>   |
| <b>Responsible for:</b> | <b>None</b>   |

## KEY DUTIES

### Remit of the role:

Working in and with the communications team reporting to the Corporate Communications Manager. Tasks and activity to be mainly provided from Programme Managers and Work Stream Leads, under the direction of the projects/programmes sponsors to ensure that:

- The purpose and progress of the internal Fit for the Future Programme is well communicated across the organisation and all key stakeholders are engaged.
- The purpose and progress of key external projects are well communicated to all key stakeholders and that effective engagement strategies and actions plans are developed and delivered to suit individual projects.

### Key duties:

- Responsible for creating and delivering engaging communication messaging and content.
- Gather insight data and information that informs the choice of channel and media most appropriate for each audience.
- Contributing to the development communications plans, providing specialist advice and insight.
- The administration and delivery of the communications plan aligned to the timeline of the programme/project, ensuring communications are tailored to the varying audiences of key stakeholders.
- Identify the prioritisation and sequencing of activities for best impact.
- Contribute to the design and development of graphics to translate difficult messages and complex content into a range of pictorial communications material to support specific campaigns and the ongoing engagement.
- Ensuring that a range of channels and media for communication are used to target and maximise audience engagement

- Design and implement campaign-based marketing initiatives that support the achievement of key milestones of the programmes and project.
- Optimising the participation of engagement material and events.
- Provide progress updates and performance data that demonstrates the success of campaigns and initiatives.
- Working with and supporting communication team colleagues to align messaging and campaigns related to the programme/project with corporate communications activity.
- To scope out the resourcing requirements for communications plans, including the commissioning of any necessary external expertise.

This role will involve quickly learning new briefs and using insights and communications experience to support high priority communications issues relating to programmes/projects.

It will require flexibility to work across a range of communications disciplines. We are looking for individuals with expertise in two or more of the following skills: Strategic Communications, Internal Communications, Stakeholder Engagement, Graphic Design, Digital and Campaigns / Marketing.

## SKILLS AND KNOWLEDGE

- Relevant experience as a communications professional in a corporate environment
- Excellent written communication skills
- Understanding of accessibility standards and addressing the needs of diverse audiences
- Stakeholder management skills, able to work effectively with people and organisations to achieve outcomes and deliver initiatives to time and cost
- Experience of using software tools to design and produce high quality infographics and engaging visual marketing material
- Experience of producing video content and uploading into a range of media channels
- Experience of producing, uploading and editing online content on online access channels.
- Good knowledge of working practices / methodologies in communications, engagement & marketing
- Proven working experience in digital marketing and campaign-based engagement
- Demonstrable experience leading and managing internal communications and project communications including use of email, social media and/or display advertising campaigns
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Experience of commissioning supporting work, products and materials to be delivered by others

## COMPLEXITY AND CREATIVITY

- Creativity and innovation are essential to the job and need to be regularly exercised
- Implement creative and innovative solutions to improve internal messaging and add value to the council.
- Creativity required dealing effectively and promptly with unforeseen issues arising from work in progress.

## JUDGEMENT AND DECISIONS

- Routine decisions on aspects of work with all other decisions being referred to post holder's line manager.

## CONTACTS

The post holder will be required to work closely with staff at all levels within the Council. This work requires the ability to communicate at all levels with audiences that have varying degrees of knowledge and understanding of the Fit for the Future Programme.

The post holder will have to balance competing priorities to achieve results.

## RESOURCES

Access to a modest communications budget under the direction of the Programme Manager

## TRAVEL DESIGNATION

Casual

## GENERAL

- To work flexibly to deliver the communications plan, this will involve peaks and troughs of activity and high pressure deadlines.
- To ensure that at all times service delivery informs, reflects and supports the Council's prevailing aims and objectives.
- To work with colleagues across the organisation as required in support of organisational goals.
- To promote the Council's overall commitment to equality of opportunity/Diversity at all times and work within the requirements of the Council's Equality Scheme.
- To undertake all training and development initiatives as required.

- To work within Health and Safety guidelines in accordance with the Health and Safety at work Act.
- To work within the requirements of the Council's Environmental Policy and Management System.
- To undertake any appropriate duties required to meet the Council's obligations under the Civil Contingencies Act.

*This job description is a reflection of the present position and is subject to review and alteration in detail and emphasis in the light of future changes or developments.*