**Job Description and Person Specification Profile**

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| **Job Title: Communications Officer** |  |
| N04 MARKETING & COMMUNICATIONS OFFICER |  |
| **Service: Communications** |  |
| **Grade: F** |  |
| **Reporting to: Senior Communications Officer** |  |

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| **The Role** |
| This is a varied role within the council’s central communications team, supporting all directorates across the council. Taking forward key initiatives and supporting the delivery of the communication strategy and action plan through a range of internal and external communications and marketing work.. **Main Duties and Responsibilities include:*** To play a key role in delivering the teams Annual Service Plan as directed by the Head of Communications.
* To support the development and delivery of a communications strategy for Tameside Council.
* To support communications initiatives, scoping and report writing, communications materials and other and supporting materials.
* To manage the organisation’s social media accounts in an engaging, responsible and intelligence driven way.
* To support the analysis and evaluation of the effectiveness of communication initiatives, amending and developing policy and practice as required to improve the approach.
* To support the implementation of software systems to support the development of an effective communications service.
* To work within a wider team in driving forward excellent communications and engagement.
* To support the development and dissemination of key publications and platforms.
* To support the effective branding and marketing of Tameside Council
* To work with the head of service and senior communications officer to put Tameside at the cutting edge of communications initiatives, which supports the delivery of savings and the effective promotion of ideas and initiatives across a range of services and topics.
* To support the active development and promotion of Tameside as a place, generating ideas to take the Borough forward and supporting these ideas with written materials.
* To contribute to the process of continuous development and improvement of systems necessary for the effective delivery of the Unit’s service.
* To implement the Council’s Equality and Health and Safety policies.
* To undertake such job related duties as may be required from time to time which are commensurate with the grade of the post.
* To deal fairly and openly with colleagues at all times

The duties may vary from time to time without changing the nature of the post or the level of responsibility, and the post holder may also be required to carry out any other duties appropriate to the grading of the post.  |

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| **About You** |
| **Your essential qualifications*** Educated to degree level or equivalent in relevant subject, or qualified by experience

**Your essential skills, knowledge and experience*** Excellent written and verbal communication skills, including strong editing and proofreading abilities
* Proficiency in using digital communication tools and platforms (e.g., social media, content management systems
* Strong project management skills with the ability to handle multiple deadlines and work under pressure
* Strong interpersonal skills and the ability to work collaboratively with diverse teams
* Sound judgment and the ability to pre-empt a situation

**If you have the following experience or qualifications – then that’s great!*** Additional skills in graphic design, photography, or videography
* Background in managing campaigns and analysing their performance
* Ability to develop and implement innovative campaigns and communication strategies
* Knowledge of emerging communication technologies and trends
* Understanding of social media analytics and digital marketing metrics
* Strong commitment to promoting transparency and public trust in government operations
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**Our employees’ skills, experience and knowledge are essential to our success along with their happiness, commitment, enthusiasm and motivation to be the best they can be.**

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| **What can you expect from us?*** A fair salary and benefits
* Opportunities for good health and wellbeing
* Help you to grow, develop and to do your best
* Enable you to be creative and innovative
* Fully involve you in changes that affect you and your work
* Listen, and act on your ideas and feedback

**Working together, we are proud to work for Tameside** |

Our **STRIVE** values underpin our practice and behaviours and are at the heart of everything that we do:

