

## Communications Officer (Trafford Live Well)

## Role Profile

**Service:** Communications and Marketing – Strategy and Resources Directorate  
**Band:** Band 6  
**Reporting to:** Communications Lead TBC Adults/Children  
**Responsible for:** No direct reports



**TRAFFORD**  
COUNCIL

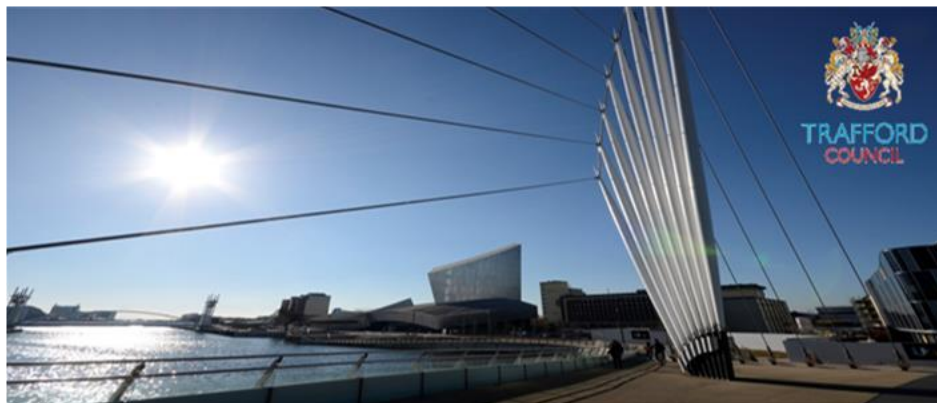
### About Us

Trafford is a great place to live, work, learn and visit. From its leafy suburbs, to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region's economic powerhouse.

Trafford Council and its partners in the public, private and third sectors have a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

***Our vision: Trafford – where all our residents, businesses and communities thrive***

At the heart of our vision is a common cause – we want to make Trafford a better borough. We want to make it a place where everyone has a chance to succeed and where everybody has a voice. Through our new vision, we are making a commitment to work together across different services and agencies to make the best use of our resources.



### Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough, we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits' package and a real focus on your health and wellbeing, as well as extensive learning, succession and development opportunities.

For us, it's not just about *what* we achieve as an organisation, but *how* we do it. Therefore, all employees are expected to display our **EPIC** values.

**At Trafford Council we are EPIC**

**We EMPOWER** – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

**We are PEOPLE CENTRED** – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do and create an environment that enables everyone we work with to thrive and succeed.

**We are INCLUSIVE** – We are committed to creating an environment that values and respects the diversity and richness differences bring.

**We COLLABORATE** – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

## About the Role

This role profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values-based organisation and you will need to reflect our values, as well as the requirements in 'About You' in your application.

### Overview

This role is based within Trafford Council's Communications and Marketing Team. The team promotes the work that's being done by Trafford Council across the borough, in relation to the achievement of our strategic priorities as well as promoting Trafford as a place. We're focused on raising awareness of the Trafford Council brand, through a range of channels including multi-media campaigns, press releases, digital newsletters and case studies

This role will primarily support Trafford's external communications to our communities for two key aligned programmes, Trafford Live Well, and the Best Start Family Hubs. These programmes aim to support local residents in partnership with external partners across the public and voluntary, community, faith and social enterprise sectors. Trafford Live Well brings together local partners to create great everyday support in every neighbourhood. The programme looks to support activity across the life-course to ensure it is integrated, person-centred and works for our residents. Live Well is a Greater Manchester initiative delivered locally. The Best Start Family Hubs network looks to support families, children and young people with comprehensive support, aiming to enhance early childhood development and accessibility to essential services. It is also a critical element of the Trafford Live Well approach.

### Your Main Priorities

- Develop and deliver communications plans for Live Well and Best Start Family Hubs in line with the council's communications strategy and corporate priorities.
- Deliver effective two-way communication between the council and a range of audiences using channels which include digital media, media relations and social media.
- Providing communications support for a calendar of events across Live Well Trafford and Best Start Family Hubs network to ensure effective communications to key stakeholders.

## **Key duties**

- Delivery of specific agreed communications campaigns for Trafford Live Well and Best Start Family Hubs.
- Ensure all plans and activities are aligned to the Council's Communications and Marketing Strategy and liaising with the Corporate Communications and Marketing Team regularly for the weekly communications grid.
- Managing the production of publications and other targeted communications for Trafford Live Well and Best Start Family Hubs adopting a digital-first approach to communications.
- Produce monthly newsletters to key audiences.
- Assist and support the Trafford Live Well and Best Start Family Hubs teams in the production of case studies, narrative and storytelling of their work.
- Assist the Trafford Live Well and Best Start Family Hubs teams in identifying opportunities to create news articles or blogs that are relevant and interesting to partners and in line with our aims for both our channels and partner channels.
- Proactively engage with partners and staff at Live Well and Best Start Family Hubs to identify opportunities to raise public awareness of the services provided.
- Develop and oversee the production of materials (including multimedia products) to support Live Well and Best Start Family Hubs communications.
- Support the successful delivery of internal communications activities.
- Attend key public meetings when required to identify matters that may require communications support.
- Develop and maintain the skills to provide the necessary communications support in the event of a civil emergency, recognising that flexible working may be required in such situations.
- Contribute to monthly and annual campaign performance reports.
- Presenting highly complex, sensitive or contentious information to the Council's audiences in a meaningful way to reduce barriers to understanding.
- Keeping a close eye on reputational risk through careful analysis of communication activities, contingency planning and scanning of the external environment for issues that have or may arise and require mitigation.
- Communicating in an appropriate, professional, open and accurate manner, respecting confidential information in line with Council's policies.
- Developing and maintaining effective working relationships with partners and other external communications teams. Ensuring a joined up tactical approach to communications and stakeholder engagement implementation and delivery across Greater Manchester.

## About You

### Qualifications and Professional Development

- A degree or equivalent qualification in relevant subject; or equivalent on-the-job training
- Commitment to personal and professional development

### Knowledge and Experience

- Proven and demonstrable experience working in a communications environment
- Experience of writing and implementing communications plans
- Experience of considering equality issues when developing and delivering communications material across a wide range of media for a diverse audience of stakeholders
- Displaying a keen understanding of local and national politics and the political environment

### Skills and Abilities

- Excellent copywriting skills
- Effective interpersonal skills and the ability to work well with external stakeholders, able to build, develop and maintain relationships with key partners
- Able to provide and receive information that may be complex, sensitive or confidential where co-operation and agreement is required in accordance with Data Protection legislation
- Computer literate with the ability to use the required systems/software packages
- Good attention to detail with the ability to understand complex facts or situations requiring analysis and interpretation
- Ability to build relationships and develop trust and confidence
- Flexible approach to work and ability to manage conflicting priorities successfully

### Special Conditions

- Unsocial hours/weekend work may be required (Occasionally work evenings and weekends to meet the needs of the service, potentially at short notice)

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Date prepared/revised	22/4/2026
Prepared/revised by	M Dillon / L Shellabear
Job Evaluation	JE reviewed against generic Comms Officer 21.4.26

**Health and Safety**

To operate safely within the workplace with regard to the Council’s health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

**Equalities & Diversity**

To work within the Council’s Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

**Customer Care**

To continually review, develop and improve systems, processes and services in support of the Council’s pursuit of excellence in service delivery. To recognise the value of its people as a resource.

**Training and Development**

To identify training and development needs with your manager, taking an active part in your Personal Development and Review Plan. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

**Policy**

To work at all times within the established policies and practices of the Council, within the framework established by the Council Constitution and associated guidance.

**Information Governance**

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the Council unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.