



Title Communications and Marketing Officer	Department Chief Executive's	Post Ref.
Job Purpose Support the management and delivery of all aspects of day to day communications and marketing activity in line with Communications, Marketing and reputational management strategies. Communications and Marketing officer will report to a Senior Communications and Marketing Business Partner to ensure communications and marketing needs of internal and external customers are met.		
Key Responsibilities <ol style="list-style-type: none">1. Contribute to Communications and Marketing strategic planning and objective setting Contribute to internal communications to help drive staff engagement and promote the Council's values and objectives.2. Support service departments and provide high level specialist advice on all aspects of communications and marketing activity.3. Understand customer needs and provide them with a service they value.4. Lead on the development and execution of internal and external communications initiatives.5. Create audience focused internal briefings, newsletters and email-based communications and support making ongoing improvements to the systems processes and products.6. Assist in the planning, organisation and prioritisation of campaigns and events.7. Identify and commission relevant advertising and promotional solutions.8. Improve and optimise website content by ensuring it remains accurate including creating new content pages and editing pages.9. Contribute to full press office activity including proactive and reactive responses across all channels Identify, research and develop new stories to help secure favourable coverage for the council and its activities.	Key Accountabilities <ol style="list-style-type: none">1. Provide timely and accurate information and advice to internal and external stakeholders to assist them to carry out effective communications and marketing activity.2. Demonstrate the application of up to date communications and marketing expertise and advice.3. Successfully deliver projects on budget, within set deadlines and to an agreed standard.4. Engage and work with internal and external customers to build successful working relationships.5. Ensure compliance with the Council's brand guidelines.6. Support the delivery of services agreed in the service plan within agreed resources; including targets for improving efficiency and customer satisfaction.7. Ensure successful delivery of all marketing, campaign and promotional activity.8. Ensure effective management of media coverage.9. Contribute in promoting and enhancing the reputation and image of the Council and Nottinghamshire by improving brand awareness within the East Midlands, nationally and internationally.	

<ul style="list-style-type: none"> 10. Support the production and distribution of publications and press releases – including creative copywriting, proofing and editing. 11. Undertake monitoring and evaluation of communications and marketing activity to feed back into business planning processes and use customer insight to drive innovation, encouraging two-way engagement so that residents have an active role 12. Lead on creating online content, including but not limited to storyboarding, filming and editing video. 13. Ensure that officers and members are provided with high quality advice and support on communications matters required. 14. Support with promoting consultations and engagement activity to targeted audiences Manage projects and activity to ensure the successful implementation of audience led work programmes plans. 15. Monitor project budgets and report on variances by exception. 16. Lead on planning, creating and editing email bulletins and videos. 	<ul style="list-style-type: none"> 10. Contribute in ensuring Nottinghamshire residents are fully informed of the Council's vision and priorities and effective promotion of service and organisational priorities and consultation on potential organisational change.
<p>The post holder will perform any duty or task that is appropriate for the role described</p>	

<i>Person Specification</i>	
<p><i>Education and Knowledge</i></p> <ul style="list-style-type: none"> 1. Qualification in the relevant field or significant work experience which provides an equivalent level of knowledge and expertise. 2. A demonstrable understanding and experience of external and internal communications techniques, practices and current thinking. 3. Understanding of the political dynamics at local and national government level. 4. Knowledge of marketing and new media communications tools. 5. Knowledge and understanding of the main issues affecting the service area. 6. Evidence of continuous professional development. 	<p><i>Personal skills and general competencies</i></p> <ul style="list-style-type: none"> 7. A high level of personal drive and commitment to excellent customer care and the ability to set an example for other staff. 8. Excellent communicator (written and verbal), strong negotiator who thinks through the tone, method, channel and content that best suits the situation and audience. 9. Strong interpersonal skills to gain the agreement and acceptance of internal and external stakeholders including colleagues, senior managers and customers. 10. Ability to make decisions and solve problems to meet operational targets, involving devising solutions and prioritising the resources available.

<p>Experience</p> <ul style="list-style-type: none"> 12. Minimum of 3 years' experience within a communications and marketing environment. 13. Experience of developing and delivering effective communications programmes in large, complex organisation. 14. Experience of finding positive solutions to complex communications challenges and to think literally. 15. Experience of working with senior managers. 16. Experience of managing relationships with key media personnel and good understanding of the local media environment. 17. Experience of monitoring, evaluation and reporting on digital channels. 18. Experience of delivering projects and achieving identified results. 	<ul style="list-style-type: none"> 11. Ability to meet agreed objectives and delivery targets by the effective use of resources.
<p>Role Dimensions</p> <ul style="list-style-type: none"> 19. The post holder will be a functional expert who will provide dedicated support across all council's business areas. They will report to a Senior Communications and Marketing Business Partner to ensure that communication and marketing requirements of their area of responsibility are fulfilled. 20. The role is expected to build strong relationships with our stakeholders and play a key and active role in meeting organisational priorities and managing the Council's reputation by presenting the Council and Nottinghamshire in a positive light. 21. The role will play a vital role in the delivery of specific communications and marketing programmes, campaigns and activities across all channels to inform and engage local residents and improve customer satisfaction. 22. Provide direction and support to junior staff and deputise for Senior Business Partners as required. 	

Date