

JOB DESCRIPTION & PERSON SPECIFICATION	
Director Area: Fire and Rescue	Job Ref Number: 03493
Service Area: Resources	Grade: 6
Job Title: LFR Communications Support Officer	
<p>PURPOSE OF JOB:</p> <p>The overall role is to support the planning, creation, design and delivery of effective communications content and engagement for Lincolnshire Fire and Rescue (LFR), its employees, communities and stakeholders.</p> <p>The postholder will provide operational support to the Communications Manager (Knowledge & Information Manager), in the delivery of the communications strategy and its supporting plans including content design, channel and campaign management, delivery and measurement to help drive engagement and advocacy with all target stakeholder groups.</p> <p>The Communications Support Officer will be responsible for:</p> <ul style="list-style-type: none"> • Developing and maintaining strong, positive working relationships with all stakeholders and teams/partners across service areas • Continuously evaluating processes to identify improvement, innovation and efficiency within areas of responsibility • Leading, advising and guiding stakeholders/partners on Communications best practice within areas of responsibility. • Supporting the development and embedding innovation within Communications 	
<p>TEAM STRUCTURE:</p> <div style="text-align: center; margin: 20px 0;"> <pre> graph TD A[LFR Communications Manager] --> B[LFR Communications Support Officer] </pre> </div>	
<p>MAIN DUTIES:</p>	
1.	Support the design, functionality and delivery of timely, compelling communications

	content creation and engagement activity in line with corporate branding, policies and accessibility using appropriate and available communications channels to ensure key messages reach a wide spectrum audience through a variety of channels including video, imagery and written copy for digital media (social media, web) and print as well as events and forums.
2.	Maintain accurate records including contact lists in adherence with relevant protocols including GDPR.
3.	Work proactively to support implementation of LFR's Communications and Engagement Strategy in line with stakeholder communication needs and local and national campaigns to support the delivery of key business objectives.
4.	Monitor all relevant communications activity, manage relevant metrics for analysis and performance management of the effectiveness of internal and external communications and provide up to date communications reports for review by the Communications Manager (Knowledge and Information Manager).
5.	Support the delivery and implementation of agreed internal and external communications strategies, campaigns and projects, ensuring agreed content is accurate and delivered on time, in line with schedules through relevant channels including intranet, social media and web content.
6.	Deputise for the Communications Manager (Knowledge & Information Manager) and represent the communications function at key meetings/events.
7.	Monitor and report on all online social media and digital activity and identify communications opportunities to publicise the work of Lincolnshire Fire and Rescue Service.
8.	Ensure that the content of LFR's intranet is accurate and up to date by regularly reviewing pages and co-ordinate updates when required.
9.	Build and maintain positive relationships with colleagues, partners and external agencies, and represent LFR at internal and external meetings, seminars, training workshops and other work-related functions as required.
10.	Give presentations and talks to groups, both internally and externally about LFR projects.
11.	Develop literature and promotional material to market LFR and its services and ensure that it is distributed effectively to targeted audiences, including those hard to reach or vulnerable.
12.	Support organisational change and the delivery of communications projects as directed by the Communications Manager (Knowledge and Information Manager), ensuring the appropriate systems of communication, consultation, equality impact assessment, monitoring and review are all in place to support the key business objectives of the Service.
13.	Produce internal communications and briefings to deliver key messages and updates on a range of topics across the service.
14.	Ensure all communications activities undertaken comply with brand guidelines, LCC/LFR policies, procedures and relevant legislation.
15.	Provide day to day personal leadership as appropriate, to deliver the agreed communications priorities, working collaboratively with partners as required including: <ul style="list-style-type: none"> • Advising and supporting teams/colleagues as appropriate to embed new, innovative ways of thinking and working • Maximise the impact of resources and value for money to achieve improved outcomes for LFR and the council • Ensure effective performance management to deliver outcomes in line with service delivery contracts

- Provide expert advice and guidance as appropriate for own area of expertise.
- Deliver a personal portfolio of projects and/or specific work
- Demonstrate the Council's Core Abilities (at the relevant level)
 - Personal Leadership
 - Being Future Focused
 - Political and Commercial Astuteness
 - Supporting a High Performing and Flexible Workforce
 - Drive for Results

Other Considerations: There may be occasion where the post holder is required to work outside of normal office hours

PERSON SPECIFICATION

Requirements	Where identified*	Essential	Desirable
At least 2 years proven experience in the professional field of communications or marketing or equivalent qualification.	A/P	Y	
Proficiency in design software e.g. Adobe, Canva.	A/P	Y	
Practitioner in use and management of various social media platforms, including LinkedIn, Instagram, X (Twitter), and Facebook.	A/I	Y	
Outstanding verbal and written communication skills.	A/I	Y	
Creative and innovative with a strong attention to detail	A/I	Y	
Excellent organizational skills with the ability to multitask.	A/I	Y	
Excellent interpersonal skills with the confidence to interact with all levels of the organization including senior managers.	A/I	Y	
Knowledge of and ability to apply a wide range of consultation and engagement methods including surveys, focus groups, workshops and in-depth interviews.	A/I		Y
Ability to develop creative ideas and editorial across all forms of communication, including audio and visual channels, and editing input for a range of platforms.	A/I/T	Y	
Experience of working on a variety of communications activities, particularly in a public sector environment. Also, of working in a rapidly changing environment	A/I		Y
Ability to write effectively for a range of audiences and communication channels including the web and social media.	A/I	Y	
Effective communication and interpersonal skills to interact effectively with a range of	A/I	Y	

clients/stakeholders and create and maintain effective working relationships			
Ability to manage and prioritise workloads effectively, in response to changing demands, and to meet deadlines	A/I	Y	
Literacy and numeracy skills to be able to understand and interpret research data, feedback and present analysis in the most appropriate way.	A/I	Y	
Experience/confidence of dealing with a range of people and services and planning on more than one campaign at a time	A/I	Y	
Sound and accurate IT knowledge e.g. Microsoft Office, in order to accurately analyse information/data.	A/I/T	Y	
Experience of working with social media platforms and web-based communications.	A/I	Y	
Awareness of protocols required for dealing with protected characteristics covered by Equality Legislation.	A/I		Y

*A = Application form T = Test/Assessment I = Interview P = Presentation

GENERAL

The postholder is required to take personal responsibility for contributing to organisational transformation and changes in ways of working, maximising the benefits and efficiencies for both internal and external customers, including the promotion and use of self-service to achieve maximum cost effectiveness.

The postholder is expected to work to the Lincolnshire County Council Core Values and Behaviours and to carry out the duties in accordance with Lincolnshire County Council policies.

Other Duties - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

Safeguarding -. All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Lincolnshire County Council Safeguarding Policy. In addition, employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.

Job Details:

Job Title	LFR Communications Support Officer
Identifier	03493
Director Area	Fire & Rescue
Service Area	Response and Corporate Support
Score	388
Grade	Grade 6

Factor Levels:

Supervision/Management Of People	1
Dispersal Awarded	No
Creativity & Innovation	4
Contacts & Relationships	4
Decisions - Discretion	3
Decisions - Consequences	2
Resources	1
Work Demands	2
Physical Demands	1
Working Conditions	1
Work Context	1
Knowledge & Skill	3