Greater Lincolnshire
Combined County Authority

JOB DESCRIPTION & PERSON SPECIFICATION

Director Area: GL CCA	**Job Ref Number:**
Service Area: Resources	Grade: G9
Job Title: Communications Officer	

PURPOSE OF JOB:

This is a critical role within the Greater Lincolnshire Combined County Authority (GLCCA). You'll be working in a busy and exciting communications team, engaging with our stakeholders and partners across the public and private sector, including our 1.1 million residents, 39,000 businesses and 32.2m visitors. You'll be instrumental in improving our reach and impact and ensuring that our messages resonate and are understood.

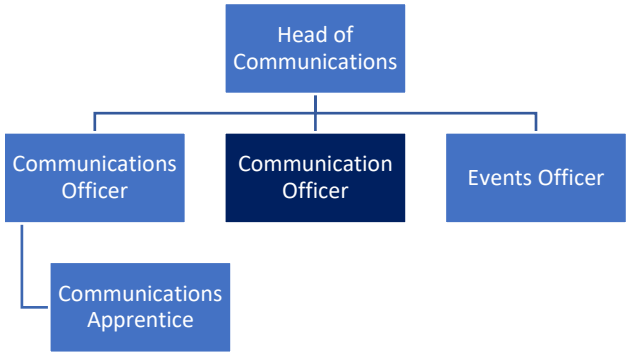
Why Join Us?

- Working directly with the Mayor and senior leaders
- Helping shape a newly established Combined County Authority
- Opportunity to lead high-profile regional campaigns
- Supporting major investment, housing and economic growth programmes across Greater Lincolnshire

The role will be required to:

- Support and advise a range of services across the CCA and offer advice and guidance on all aspects of public relations, and external communications with responsibilities for direct liaison with the senior officers, Mayor, Deputy Mayor and Elected Members
- Work closely with internal and external partners including communications and engagement counterparts and policy colleagues within the constituent authorities to coordinate communication and engagement activities.
- Provide professional communications advice and guidance to services across the GLCCA, supporting effective stakeholder engagement and reputation management.
- Shape and deliver key communications programmes in liaison with the elected officials and officers.
- Lead the councils external, internal and media communications activities, developing and delivering strategic messages and information to citizens across all platforms and channels
- Increase the reach, profile and reputation of the Greater Lincolnshire Combined County Authority through proactive communications, stakeholder engagement and media relations.
- Work flexibly to accommodate business needs, including where necessary at evenings or weekends.

TEAM STRUCTURE:



MAIN DUTIES:

1	Provide an effective proactive and reactive public relations, digital and news service to CCA. This involves supporting the communications agenda, dealing with press enquiries, social media and digital content creation, arranging photo calls, broadcast interviews and press briefings including being the first point of contact with the press and co-ordination of any press interviews and prepared statements.
2	Develop strategic communications and marketing planning across the CCA. Act as the communications lead on relevant high-level briefings and project meetings with the Chief Executive, Mayor and other senior leaders and partners seeking advice when required.
3	Identify opportunities for generating positive media coverage through the appropriate medium and react appropriately and speedily to limit and avoid negative media coverage. This includes contributing to project risk analysis regarding communications issues and regularly monitoring and evaluating media coverage.
4	Develop and deliver a website content strategy in line with the organisational objectives.
5	Work with partner authorities communications teams, PCC's, MP's, HE/FE providers and wider stakeholders to align messaging, showcase developments and manage relationships.
6	Develop good contacts with the media to obtain coverage across all channels.
7	Preparation of reactive statements for the senior officers, Mayor and Elected Members.
8	Research and write news releases, newsletter content and feature articles.
9	Give advice and support on all aspects of dealing with the media including handling media requests and how to maximise the publicity and media interest for events and initiatives.
10	Contribute to the development of creative solutions to improve communications and marketing activities across the CCA including delivering an effective and efficient proactive marketing and campaigns service.

12	Support the commissioning and management of additional comms and marketing support to the CCA as required.
13	Support development, delivery and continually review Communications Strategies, including project communications strategies, as appropriate.
14	Develop and commission high-quality visual communications and campaign materials across digital and print channels.
15	Contribute to internal communications to ensure that messages are delivered effectively to all employees through a variety of media including newsletters and bulletins, social media, and other activities.
16	Monitor the effectiveness of all communications activities and programmes across the CCA in order to ensure their continued relevance to strategies, policies and programmes. Analyse data and produce reports as required.
17	Undertake such other duties as may be reasonably expected at this level.

This is not a complete statement of all duties and responsibilities of this post. The postholder may be required to perform other duties as directed by their line manager that are commensurate with the level of the post. This document will also be supplemented by key objectives which will be set through the performance and development review process.

The role is politically sensitive under the Local Government and Housing Act 1989 (as amended) and will be based full-time in Greater Lincolnshire, with a requirement to travel.

Person Specification

Requirements	Where identified*	Essential	Desirable
Awareness of the political system in local government.	A I	X	
Significant experience of undertaking communications activities and planning, along with professional knowledge and practical experience of a	A I	X	

communications discipline.			
High level of creativity and graphic design and video editing skills to develop innovative content for web and social media.	A I P	X	
Diplomacy, tact and political judgement.	A I	X	
Effective management and Supervisory skills.	A I	X	
A professional qualification, for example, NCTJ or CIPR.	A	X	
Excellent written, verbal and presentation skills.	A I T P	X	
Excellent IT skills.	A I	X	
Ability to take an accurate brief and advise clients.	A I T P	X	
Ability to work to tight deadlines, prioritise workloads and maintain a high attention to detail.	A I	X	
Ability to work effectively in a team and on own initiative.	A I	X	
Awareness of best practice communications, tools and emerging communications channels	A I P	X	
Understanding of the importance of meeting clear service standards	A I	X	
Understanding of the law relating to copyright and communications in local government.	A I	X	
Understanding of the role of communications in local government.	A I	X	
Awareness and understanding of	A I		X

council systems and procedures.			
Broad understanding of the council's policies.	A I		X