

Job Description

This form is used to provide a complete description of the specific job and defines the required skills, knowledge, behaviours, qualifications and experience.

Section A: Job Profile

The job profile provides key information relating to the salary and working conditions e.g. location of a job, along with the current focus of the role and a brief description of the main duties.

Job Details

Job Title:	Senior Communications and Engagement Officer
Salary:	£38,890 - £41,881
Grade:	12
Hours:	37 hours, 18 month fixed-term contract
Team:	Communications, Marketing and Engagement
Service Area:	Communications, Strategy and Insight
Primary Location:	Oxford
Budget responsibility:	Service budgets allocated to support communications and engagement activity.
Responsible to:	Communications and Engagement Manager (strategic programmes)
Responsible for:	None but support of communications and engagement officers is required.

Job Purpose

This is a brief overview of the key objectives of the job including the context within the team/department.

This is a fixed-term post in a new team within the communications, marketing and engagement team, which provides communications and engagement support for a range of priority council programmes. These include major infrastructure works, capital projects, regeneration and development schemes, climate action and active travel.

The postholder will be responsible for supporting the communications and engagement manager (strategic programmes) in the development and coordination of communications and engagement strategies for a range of priority council strategic programmes. Working closely with key stakeholders, including programme and project managers, the postholder will ensure that gathered insight informs and supports communications and engagement planning.

The postholder will deliver and evaluate effective and engaging activity to improve the understanding of local priorities and needs relating to the council's strategic programmes, utilising a range of channels including media and digital campaigns, internal communications, stakeholder engagement and public consultation and engagement.

The postholder will also work closely with partners – including the district councils, the voluntary sector and user-led organisations – and with the wider communications, marketing and engagement

team to ensure that activity is coordinated and complementary.

Job Responsibilities

This is a list of the main duties or tasks that the post holder will be expected to undertake.

- Plan, develop and implement communications and engagement strategies and plans for projects and programmes to meet corporate and service priorities.
- Provide the highest standards of professional communications, engagement and consultation advice and support to service leads and members.
- Protect and promote the strategic programmes' work and reputation using the full communications, marketing and engagement mix.
- Ensure effective, legal and safe management and delivery of relevant consultation and engagement activity.
- Support the horizon scanning, media and social media monitoring of project and programme activity.
- Support the communications and engagement manager to manage external agencies and suppliers delivering communications and engagement outputs.
- Contribute to out of hours responses where needed.
- Deputise for the communications and engagement manager (strategic programmes) where required and advise and support the communications and engagement officers in the delivery of activity.

Main duties:

- Develop and deliver strategic communications and engagement plans covering media and public relations, stakeholder engagement, public affairs, campaigns, marketing, digital and social media, consultation and engagement, internal communications (staff and councillor) and engagement, in line with project and programme requirements.
- Work with the communications and engagement manager (strategic programmes) to manage and prioritise incoming work requests from service areas, managing expectations and demand.
- Deliver high-quality communications and consultations that increase public understanding of and engagement with the council's priority strategic programmes.
- Support and upskill council services to improve consultation and engagement practice including: providing advice and guidance, promoting self-service and quality assuring service area-led activity.
- Analyse and report the findings of consultation and engagement activity in appropriate formats for different audiences, working together with the council's wider engagement and consultation team. Quality assure the outputs from third party agencies if they are leading.
- Develop and maintain strong links with partner organisations, particularly their communications teams.
- Represent the communications and engagement team at internal and external meetings, writing and presenting reports and delivering presentations as necessary.
- Ensure all communications and engagement material is of the highest professional quality.
- Support project and programme managers to horizon scan potential communications 'opportunities' and 'problem' areas and lead and support communications and engagement officers to develop and agree corresponding communications and engagement strategies, prepare briefs and statements if required.

- Develop and roll-out standardised templates, protocols and systems to support the delivery of communications and engagement activity for strategic programmes and projects.
- Support project specific stakeholder mapping and ongoing stakeholder analysis activities. Ensure all communications and engagement officers have contributed to the communications, marketing and engagement team's stakeholder communications and engagement log that supports operational activities for the council and meets legal and regulatory requirements.
- Maintain a consistent approach to managing stakeholder relationships, systems and procedures.
- Support the communications and engagement manager (strategic programmes) in quality assuring the work of third-party contractors carrying out communications, marketing, consultation and engagement activities on behalf of the council.
- Work collaboratively with and in support of colleagues in the whole communications team and support the communications and engagement manager (strategic programmes) in managing the effective coordination of relevant work.
- Support the communications and engagement manager (strategic programmes) in the management of any project and programme communications budgets, working with project and programme leads and the head of communications, marketing and engagement where needed.

Support and contribute to the communications, marketing and engagement team's forward plan, communications strategy, service plan and meetings, champion the corporate brand and effectively manage issues to protect, defend and positively impact the council's reputation.

All team members will be expected to ensure that:

- All communications activities with colleagues and councillors are effective, appropriately planned and delivered to improve the reach and distribution of corporate messages.

This job description may vary within the scope of the job as the requirements of the strategic programmes develop.

Section B: Selection Criteria

This section provides a list of essential and desirable criteria that detail the skills, knowledge, behaviours, qualifications and experience that a candidate should have in order to perform the job. The selection criteria provide a list of essential (no more than 8-10) and desirable criteria (no more than 4). The criteria are aligned to our corporate values.

Each of the criteria listed below will be measured through; the application form (A), a test / exercise (T), an interview (I), a presentation (P) or documentation (D).

You must provide a supporting statement as part of your application which includes examples and evidence of when you have demonstrated the criteria listed below. You will be expected to address each point separately and in the order listed. If you do not complete a full supporting statement in the requested format your application may be rejected.

Essential Criteria	Assessed By:
<p>Qualification, training and experience:</p> <ul style="list-style-type: none"> • Education to degree level or equivalent in another qualification or significant relevant professional experience. • Significant experience of working within communications, marketing and engagement teams. • Significant experience of working on and using a range of communication, marketing and engagement methods and channels. • Experience of working on large and complex infrastructure or regeneration projects or programmes that include significant consultation and engagement activity. • Experience of working in a high pressure, deadline driven environment. • Experience in working with senior representatives and advising them on how best to communicate and engage. • Experience in developing effective news management strategies and working with the media at all levels. 	A, I
<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • Understanding and knowledge of national and local government, working in partnership regionally and locally. • Knowledge of the effective management and implementation of the full mix of communications, marketing and engagement channels and activities. • In-depth knowledge of and ability to apply a wide range of consultation and engagement methodologies including surveys, focus groups, workshops and depth-interviews. • Understanding of the news creation process and the culture and structure of the local, national, trade and broadcast media. • Strong understanding and ability to undertake qualitative and quantitative data analysis. 	A, I
<p>Skills:</p> <ul style="list-style-type: none"> • Excellent organisational skills with the ability to manage a large number of tasks to multiple deadlines. • Excellent, speedy and accurate copywriting skills with experience of writing in different formats and for different audiences, including digital channels. • Good news sense. • Competence in using standard office IT applications such as Word, Outlook and consultation and engagement platforms, such as Engagement HQ etc. • Political management skills and awareness, including the ability to develop and maintain effective working relationships with elected councillors and our partners. 	A, I
<p>Abilities:</p> <ul style="list-style-type: none"> • Ability to work calmly, independently and proactively using initiative in a high-pressure environment. • Ability to spot publicity opportunities, hazards and pitfalls and help manage crises. 	A, I

<ul style="list-style-type: none"> • Ability to interpret and distil complex information into plain English fast and accurately. • Ability to think strategically in managing sensitive and important issues. • Ability to consult/engage a wide range of people including residents, service users, children and young people, people with disabilities, carers, older people, staff and stakeholders. • Ability to write and deliver communication and engagement strategies and plans. • Ability to work under pressure and cope with heavy workloads. • Ability to work to tight deadlines. • Ability to influence key stakeholders where required to deliver best outcomes. • Ability to motivate. • Ability to work independently, flexibly and as part of a team and across teams and partners. • Ability to prioritise. • Ability to treat sensitive information with the utmost discretion and care. • Ability to work in an advisory role, demonstrating political astuteness and sensitivity to organisational and cultural differences. • Ability to successfully manage effective inter-agency working. 	
<p>Personal qualities:</p> <ul style="list-style-type: none"> • personable and diplomatic • strong interpersonal skills, adept at relationship management • creative and self-motivated team player • drive, energy, resilience and enthusiasm • commitment • clarity of vision • calm under pressure • thorough and accurate • willingness to work out of usual office hours, away from the office and travel around the county as required. 	A, I
<p>Generic job-related competencies:</p> <ul style="list-style-type: none"> • Active communication – actively consults and supports the flow of communication through the organisation and provides a compelling vision to others. • Decision-making – makes clear decisions that take full account of value for money, cost management, efficiency and risk • Delivering results – consistently delivers stretching objectives through effective prioritisation, project management and the efficient use of resources. • Customer focus – retains responsibility for high levels of external and internal customer service through active feedback and a strong understanding of diverse customers. • Strategic awareness and understanding – develops effective internal and external relationships and networks that enable the understanding and delivery of broad organisational goals and strategic requirements. • Personal effectiveness – acts with high levels of trust and personal accountability and responds positively to change and opportunities for personal development. 	A, I

Section C: Pre-employment Checks

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates. Further information can be found here [Pre-employment checks](#)

Additional pre employment checks specific to this role include:

<input type="checkbox"/>	Enhanced Disclosure and Barring Service check with Children's and Adults Barred List	<input type="checkbox"/>	Enhanced Disclosure and Barring Service check without an Adult/Children's barred list check
<input type="checkbox"/>	Enhanced Disclosure and Barring Service check with Children's Barred List	<input type="checkbox"/>	Enhanced Disclosure and Barring Service check with Adults Barred List
<input type="checkbox"/>	Standard Disclosure and Barring Service check	<input type="checkbox"/>	Basic Disclosure
<input type="checkbox"/>	Disqualification for Caring for Children (Education)	<input type="checkbox"/>	Overseas Criminal Record Checks
<input type="checkbox"/>	Prohibition from Teaching	<input type="checkbox"/>	Professional Registration
<input type="checkbox"/>	Non police personnel vetting	<input type="checkbox"/>	Disqualification from Caring
<input type="checkbox"/>	Other (please specify):		

Section D: Working Conditions

This is a guide to the working conditions and the potential hazards and risks that may be faced by the post-holder.

Health and Safety at Work

You are responsible for your own health, safety and wellbeing, and undertaking health and safety duties and responsibilities for your role as specified within Oxfordshire County Councils Health and Safety Policy.

The potential significant hazard(s) and risk(s) for this job are identified below (those ticked).

<input type="checkbox"/>	Provision of personal care on a regular basis	<input type="checkbox"/>	Driving HGV or LGV for work
<input type="checkbox"/>	Regular manual handling (which includes assisting, manoeuvring, pushing and pulling) of people (including pupils) or objects	<input type="checkbox"/>	Any other frequent driving or prolonged driving at work activities (e.g. long journeys driving own private vehicle or a council vehicle for work purposes)
<input type="checkbox"/>	Working at height/ using ladders on a regular/ repetitive basis	<input type="checkbox"/>	Restricted postural change – prolonged sitting



<input type="checkbox"/>	Lone working on a regular basis	<input type="checkbox"/>	Restricted postural change – prolonged standing
<input type="checkbox"/>	Night work	<input type="checkbox"/>	Regular/repetitive bending/ squatting/ kneeling/crouching
<input type="checkbox"/>	Rotating shift work	<input type="checkbox"/>	Manual cleaning/ domestic duties
<input type="checkbox"/>	Working on/ or near a road	<input type="checkbox"/>	Regular work outdoors
<input checked="" type="checkbox"/>	Significant use of computers (display screen equipment)	<input type="checkbox"/>	Work with vulnerable children or vulnerable adults
<input type="checkbox"/>	Undertaking repetitive tasks	<input type="checkbox"/>	Working with challenging behaviours
<input type="checkbox"/>	Continual telephone use (call centres)	<input type="checkbox"/>	Regular work with skin irritants/ allergens
<input type="checkbox"/>	Work requiring hearing protection (exposure to noise above action levels)	<input type="checkbox"/>	Regular work with respiratory irritants/ allergens (exposure to dust, fumes, chemicals, fibres)
<input type="checkbox"/>	Work requiring respirators or masks	<input type="checkbox"/>	Work with vibrating tools/ machinery
<input type="checkbox"/>	Work involving food handling	<input type="checkbox"/>	Work with waste, refuse
<input type="checkbox"/>	Potential exposure to blood or bodily fluids	<input checked="" type="checkbox"/>	Face-to-face contact with members of the public
<input type="checkbox"/>	Other (please specify):		

Agile Working

All staff may be required to work from a different base or in a different location at some point in the future in line with any Council or school needs. Such changes will be made after proper consultation and shall be deemed to be reasonable after taking into account any personal requirements.

