

# RUGBY BOROUGH COUNCIL

## JOB PROFILE

**Post No.****Post Title:** Communications Officer**Unit/Team:** Communication, Consultation & Information Team**Grade:** Grade E**Service:** Digital and Communications**Reports to:** Communication, Consultation & Information Manager**Issue Date:** March 2024

### PURPOSE OF THE JOB

- Develop the Council's websites as a principal means of accessing both information and transactional services.
- Ensure consistent and high corporate standards of customer service and communications are delivered.
- Provide relevant and timely information to meet the needs of all of Rugby's communities.
- Ensure effective management and security of information that takes account of public interest in disclosure.
- Deliver high quality communications for the Council.

Advise councillors and officers on effective communications strategies, and devise proactive and reactive campaigns as appropriate.

Liaise with local, regional and national media and ensure they receive, timely, factual responses and information, while at all times representing the best interests of the authority.

### 1. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- 1.1 Leading colleagues in the Council to help them understand the potential of the websites and the benefits for their services, including the development and management of the intranet.
- 1.2 Identifying information gaps in content and co-ordinating with colleagues the necessary research, content authoring and publication to fill such gaps.

- 1.3 Developing the structure of the websites to recognise the different needs and interests of different sections of the community, making it easy for them to access the information and services they require.
- 1.4 Promote and facilitate access to the websites in line with the Councils commitment to equality and diversity to increase social inclusion for those who might otherwise be excluded.
- 1.5 Develop policies that will ensure that electronic communications via the web are integrated with non electronic media.
- 1.6 Increase web transactions for Council services to improve efficiency and reduce cost.
- 1.7 Advise staff and councillors on the use of web based communications as part of an integrated communications strategy.
- 1.8 To formulate and offer clear and practical advice on complex issues regarding information management and its relation to web communications.
- 1.9 Support the Communications, Consultation & Information Manager in:-
  - i) Implementing the consultation, communications and community engagement strategies.
  - ii) promoting equality & diversity to ensure that legislation and standards are met.
  - iii) managing the Council's Corporate Public Relations and Communications resulting in an enhanced reputation and profile recognised locally, regionally and nationally.
- 1.10 Provide advice, guidance and support on communications, public relations and media to managers, officers and members as required..
- 1.11 Research, write and distribute news releases and identify opportunities for positive news stories. Write regular articles for other publications e.g. Tenant Times.
- 1.12 Produce leaflets and other professional marketing materials including liaison with external designers, publishers and printers as required.
- 1.13 Provide photography for use in corporate communications and for publication on the web, and distribution to media and manage the photography budget on behalf of the Communications, Consultation and Information Manager.

## **2. OTHER DUTIES AND RESPONSIBILITIES**

- 2.1 Identify potential for adverse publicity and devise strategies for mitigation.
- 2.2 Provide advice where appropriate on communications, consultation and information management to staff and councillors.

- 2.3 Take part in a rota to attend council meetings in order to liaise with any media in attendance including occasional evening meetings.
- 2.4 Attend public meetings and consultation events as required to promote community consultation and engagement including occasional evening and weekend events.
- 2.5 Provide media relations support out of hours if required in the event of an emergency.
- 2.6 Be aware of Health and Safety legislation and so far as it is reasonably practicable, ensure compliance with the Health and Safety at Work Act, the Council's Safety Policy and the Departmental Safety Policy.
- 2.7 Represent the Communications, Consultation and Information Manager at such meetings as required.
- 2.8 Represent the council at external meetings, conferences and workshops, as required.
- 2.9 Any other reasonable duties as requested by your manager, in line with your skills and knowledge.

### **3. SUPERVISORY RESPONSIBILITIES**

None

### **4. FINANCIAL RESPONSIBILITIES**

None

### **5. RESPONSIBILITY FOR ASSETS AND DATA**

To be responsible for all data and assets as required for the role.

### **6. EXTENT OF PUBLIC CONTACT**

Press and customer enquiries

### **7. WORKING CONDITIONS AND ENVIRONMENT**

Hybrid working.

### **8. CORPORATE RESPONSIBILITIES**

All staff have to act within the Council's rules and follow all reasonable management requirements. These are contained within: the Council's Standing Orders, Employment Policies, Constitution and Code of Conduct for Employees. Other documents may be introduced at times setting out rules of the Council. These will cover responsibilities and requirements for the following:

Financial Accounting  
Equality and Diversity  
Health and Safety  
Risk Management  
Anti- Fraud  
Data Quality and Data Protection  
Business Continuity  
Major Emergency Plan  
Procurement and Contract Management  
Safeguarding of Children and Vulnerable Adults

Copies of the relevant rules and policy are available on the staff intranet or from your manager

In addition, all employees are expected to behave in line with our Values and Behaviours and challenge other employees whose behaviour is against our values.

## **9. KNOWLEDGE, SKILLS, EXPERIENCE AND QUALIFICATIONS**

Refer to Person Specification attached.

**Signed as agreed:**

Postholder

Date

## PERSON SPECIFICATION



### Post: Communications Officer

For effective performance of the duties of the post the postholder will be able to demonstrate that they have the skills and/or knowledge detailed in 'Essential Criteria'.

Criteria	Essential/ Desirable	Method of Assessment
Good standard of education and /or equivalent office experience	E	D
Good IT skills including experience and knowledge of web communication, content creation and management.	E	A,I
Ability to quickly acquire knowledge and understanding of Council structures, processes and issues.	E	A,I
Excellent interpersonal skills, including ability to develop effective relationships with staff/external stakeholders and a diverse range of groups	E	A,I
Ability to work under own initiative	E	AI
Excellent written and oral skills	E	A,I
The ability to work under considerable pressure and to tight deadlines.	E	A,I
Organisational skills e.g. good time management, prioritising workloads.	E	AI
A commitment to work within our CAN DO values	E	A, I
Experience and knowledge of relevant legislation	D	Ai
Previous Budget Management experience	D	AI

Application	A
Interview	I
Test (written, presentation, practical – eg word processing)	T
References	R
Documentary – eg certificates	D