JOB DESCRIPTION

JOB TITLE
Communications and Marketing Officer (Housing)

SERVICE AREA
Policy and Communications

SECTION
Communications and marketing

GRADE/SALARY
Scale 7

RESPONSIBLE TO
Communications and Marketing Manager

KEY RELATIONSHIPS
Assistant Director Housing
Housing Management Team
Housing Consultation and Improvement Team

MAIN PURPOSE OF POST
To assist the Communications and marketing manager to provide the Council with an effective communications and marketing service with a particular focus on Housing Services.

KEY AREAS OF RESPONSIBILITY
External communications and media relations
Internal communications
Reputational management
Social media management
Campaigns and events
Marketing
Branding

DUTIES AND RESPONSIBILITIES

The postholder must, at all times, carry out their duties and responsibilities to comply with Council policies/procedures.

1. To develop and deliver communications and marketing plans, campaigns and events for a wide range of internal and external issues with a Housing focus.

2. To provide market research, analysis and evaluation to inform and support plans, campaigns, events and to identify new business opportunities.

3. To take the lead in targeting new customers via established and new marketing channels to engage existing and potential customers for a range of Housing and Housing related services.

4. To proactively manage media relations to maintain and enhance the reputation of the Council as a landlord of choice and promote its priorities.
5. To play an active role in the Council’s emergency response team to communicate live messages to the media, staff and public through a variety of channels.

6. To develop, manage and innovate the Housing services social media feeds and respond effectively and sensitivity to enquiries.

7. To plan, write and edit content for internal and external publications and website and intranet and to assist with the design and production processes.

8. To develop and utilise effective media content including articles, interviews, photos and video clips for media relations, campaigns, publications, website, intranet and photo archives.

9. To effectively brief and advise the Council’s leadership including the Cabinet Member for Housing and Assistant Director for Housing who are required to give interviews and comments with the media.

10. To champion, co-ordinate and enforce the usage of the Council’s style guide and corporate branding to ensure consistency across the Council.

11. To prepare reports, briefing notes and presentations for a variety of audiences including tenants, Scrutiny, Cabinet Members and the Corporate Management Team and to attend meetings as necessary.

12. Representing the Council and Policy and Communications/Housing services at a range of key internal and external meetings related to the areas of key responsibility.

13. To act as an adviser to employees, managers and elected members in relation to the areas of responsibility.

14. Effectively managing the Housing Services marketing budget.

15. Utilising skills, knowledge and experience to assist other the wider Policy and communications service and other services on specific projects and during peak demand periods.

16. Any other duties which are similar/equal to the responsibility and grade of the post.

**SPECIAL FEATURES OF POST**

1. You may be required to carry out your duties at your present workplace or at another Council site.

2. Due to the need to work closely with a range of stakeholders and as part of the emergency response team the postholder will be required to attend meetings, training and events in the evenings and weekends and provide emergency cover outside office hours.

3. This post is politically restricted.

4. A current full valid driving license
PERSON SPECIFICATION

JOB TITLE
Communications and Marketing Officer

SERVICE AREA
Policy and Communications

SKILLS/KNOWLEDGE/ABILITIES

Essential

1. A thorough knowledge of the legislation, policies, procedures and best practice for the areas of responsibility.

2. Advanced communication skills and an ability to communicate at all levels.

3. A strong understanding of established and emerging marketing concepts and activities.

4. Strong negotiation and persuasion skills in order to encourage changes in message and behaviour.

5. Ability to handle media relations including efficient, diplomatic and accurate responses to enquiries and pro-active releases.

6. The ability to understand complex, sensitive and technical information and relay in a format appropriate for a variety of audiences.

7. Ability to develop content for a variety of different audiences and media including social media, websites, intranet, press releases, features and publications.

9. The ability to prepare well-structured reports, briefing notes and presentations suitable for a variety of audiences including Cabinet, Scrutiny, senior managers and external audiences.

10. The ability to develop and project manage a range of projects including innovative communication and marketing campaigns and events.

11. The ability to use a range of IT packages including word, excel and PowerPoint.

12. The ability to carry out market research, analysis and evaluation utilising a range of techniques including focus groups, workshops, surveys and polls.

13. The ability to interpret complex information, present findings and make recommendations.
14. Ability to manage your own workload, prioritising where necessary.

15. Ability to effectively manage a small marketing budget.

14. Willingness to work flexibly to meet deadlines and service demands, which may involve weekend and out of hours working to attend meetings, events and provide emergency communications response.

Desirable

1. A thorough knowledge of the structure and functions of local government in particular Housing Services, key stakeholders and emerging issues.

EXPERIENCE

Essential

1. Experience of maintaining social media feeds, internet and intranet sites.

2. Experience of providing a key advisory role for communications and marketing including advice, support and briefings for senior officers and elected members ahead of media interviews and comments.

3. Experience of developing communication and marketing plans, events and campaigns.

4. Experience of co-ordinating the production of publications for internal and external audiences.

5. Experience of recording and editing video and audio production.

6. Experience of photography for multiple platform application.

7. Experience of co-ordinating and enforcing corporate branding usage.

Desirable

1. Working in cross cutting project teams on major projects.

2. Working as part of a public sector emergency planning response team to communicate live messages to the media, staff and employees.

QUALIFICATIONS

Essential

Relevant professional level qualification e.g. NCTJ diploma. (demonstrable equivalent skills and experience will be considered in appropriate cases).
Desirable

Degree or equivalent in a relevant field