

JOB DESCRIPTION

JOB TITLE:	Communications and Media Manager	JE NUMBER: A13651
DIRECTORATE:	Policy, Communications and Local Government Reorganisation	BAND: 10
RESPONSIBLE TO:	Head of Policy, Communications and Local Government Reorganisation	
RESPONSIBLE FOR:	Communications and Media Officer x 2 Graphic Designer and Photographer	
MAIN PURPOSE OF POST:	<p>To manage the council's day-to-day communications and media service, ensuring high-quality, timely and strategically aligned internal and external communications. The postholder will oversee the delivery of proactive and reactive media relations, content planning, issues management, digital and social media activity, visual content creation and internal communications.</p> <p>The postholder will provide professional communications and media advice to senior officers and elected members, manage reputational risk, and ensure consistent, accessible and high-quality content across all channels. The role includes line management responsibility for a small professional team and an active role in emergency communications.</p> <p><i>This is a politically restricted post.</i></p>	

DUTIES AND RESPONSIBILITIES:

Duties and responsibilities must be undertaken to comply with Council policies/procedures.

1.	Lead the council's day-to-day communications and media function, ensuring a high-quality, responsive, and forward-planned service aligned to strategic priorities
2.	Develop and deliver high quality communications and media plans for a wide range of internal and external issues
3.	Provide effective line management for the communications and media team, including objective-setting, workload planning, supervision, performance management and staff development
4.	Oversee communications and content planning across traditional, digital and visual channels, ensuring effective prioritisation of staff resources across the team in order to deliver a coordinated, high-quality and timely communications and media service
5.	Monitor media coverage, evaluate impact and provide insight-led recommendations to improve the effectiveness of communications and media activity, strengthening the council's reputation
6.	Proactively manage reputational issues in liaison with senior colleagues, partners and media outlets, ensuring risks are identified early and addressed with clear, timely and accurate communications

7.	Support the Head of Communications and Marketing in delivering corporate priorities, change programmes and local government reorganisation communications.
8.	Act as communications 'business partner' to allocated service areas, providing expert advice and delivering tailored communications and media support, to enable effective engagement with residents, stakeholders and staff
9.	Interpret complex, technical and sensitive information using sound judgement, translating it into clear and appropriate messaging for a range of internal and external audiences
10	Work collaboratively with senior officers, elected members and key stakeholders, providing expert communications and media advice to support shared understanding, informed decision-making and effective reputation management
11	Provide high-quality written content including press releases, media statements, internal briefings and reports, speeches and digital content, aligned to corporate priorities and key council and partnership messages
12	Plan and deliver proactive media opportunities that anticipate public interest, support corporate priorities and contribute to a coordinated forward communications plan
13	Foster strong, professional partnerships with journalists and media organisations, promoting trust, transparency and constructive engagement to support effective media and reputation management
14	Ensure all communications content is accessible, compliant with relevant legislation, codes of practice and council and partnership brand standards, and contribute to the development of policies, standards and governance that support high-quality, consistent communications across the organisation
15	Oversee the day-to-day delivery of digital communications across channels including social media, web and email channels, ensuring high-quality content and contributing to delivery as needed to support priority activity
16	Support the development of skills across the team, encouraging continuous learning and the effective use of emerging technologies to enhance the quality and impact of communications and media activity
17	Contribute to the development of policies, standards and governance for communications and media activity
18	To champion, co-ordinate and enforce the usage of the Council's style guide and corporate branding to ensure consistency across the Council.
19	Any other duties which are similar/equal to the responsibility and grade of the post

GENERAL – To be aware of and implement the following:

Equalities – The council's Equality and Diversity Policy which sets out the council's commitment to advancing equality and social inclusion while celebrating the diversity within our communities.

Code of Conduct – All employees of Chesterfield Borough Council must comply with the Employees' Code of Conduct.

Health and Safety – To comply with the Health and Safety at Work etc. Act (1974) and carry out all duties in accordance with the Council's Health and Safety policy.

Staff Development - The Council's Performance & Development Review is an integral part of Chesterfield Borough Council's performance management framework as well as a key employee development procedure. You will be required to undertake any training required for the job role.

Data Protection – All employees must adhere to the requirements of the General Data Protection Regulations (GDPR) and the Data Protection Act 2018 in respect of confidentiality and disclosure of data.

Safeguarding Children and Vulnerable Adults - The council has both a moral and legal obligation to ensure a duty of care for children and vulnerable adults across its services. We are committed to ensuring that all children and vulnerable adults are protected and kept safe from harm, and we have a responsibility to safeguard and promote well-being.

SPECIAL FEATURES OF POST:

Political Restriction	YES	X	NO	
Vetting Checks e.g. Disclosure and Barring Service (DBS)	YES		NO	X
Flexible approach to time of work, with ability to work evenings and weekends as required by the needs of the service.	YES	X	NO	
You may be required to carry out those duties at your present workplace or at another council venue.	YES	X	NO	

It is the council's intention that this job description is seen as a guide to the main areas and duties for which the job holder is accountable. However, as the work that the council changes the job holder's obligations are also bound to vary and develop, so the job description should be seen as a guide and not as a permanent, definitive and exhaustive statement. This job description is non-contractual.

PERSON SPECIFICATION

JOB TITLE:	Communications and Media Manager	JE NUMBER:	A13651
DIRECTORATE:	Policy, Communications and Local Government Reorganisation	DATE:	2026

KNOWLEDGE / SKILLS / ABILITIES		Assessment Method Application Form, Presentation, Scenario based Exercise, Interview, Qualification / Certificates
Essential		
•	Knowledge of the current media landscape, emerging risks/opportunities and digital trends.	Application form / Interview
•	Understanding of local government structures, governance, decision-making processes and the democratic environment	Application form / Interview
•	Working knowledge of the legal, regulatory and ethical framework for local authority communications and marketing, including the Local Government Code of Publicity, elections/purdah considerations, data protection, copyright and accessibility requirements.	Application form / Interview
•	Working knowledge of GDPR/Data Protection Act 2018 when creating, storing and publishing communications content.	Interview
•	Understanding of how communications and media management support public accountability and service delivery	Interview
•	Ability to analyse complex and sensitive issues and communicate them clearly, accurately and appropriately for different audiences	Interview
•	Ability to manage competing priorities and oversee team workloads	Interview
•	Excellent written English, proof-reading and editing skills	Application form / Interview
•	Strong interpersonal skills; able to communicate effectively at all levels and across multiple channels	Interview
•	Ability to plan, deliver and evaluate communications campaigns, including digital methods	Application form / Interview
•	Awareness of the use and implications of AI in communications	Interview
•	Strong IT skills including MS Office and standard digital tools	Application form / Interview

•	Personal resilience and ability to perform effectively under pressure	Interview
•	Knowledge of the use of targeted digital social media platforms, including WhatsApp and hyperlocal online community groups and platforms	Application form / Interview
•	Ability to provide diplomatic challenge and constructive advice to senior colleagues.	Interview
Desirable		
•	Ability to film and edit video content and take photographs for multi-platform use.	Interview
EXPERIENCE		
Essential		
•	Significant experience in a communications and media management role, with responsibility for planning, delivering and assuring high-quality communications and media activity	Application form / Interview
•	Proven experience of advising senior officers and members on a range of internal / external communications issues	Application form / Interview
•	Proven experience using a broad range of digital communication tools, including social media management platforms, content management systems and email marketing software	Application form / Interview
•	Proven experience managing external suppliers or creative/technical agencies to deliver communications outputs	Interview
•	Proven experience managing complex communications and media projects, working with colleagues at all levels to set strategic goals, delegate tasks, solve problems and deliver to deadlines	Application form / Interview
•	Experience analysing complex and sensitive issues to develop informed recommendations for communications and media approaches	Application form / Interview
•	Proven experience contributing to emergency or resilience communications, including providing accurate, timely information during incidents or high-pressure situations	Interview
•	Demonstrable experience managing proactive and reactive media relations, using sound judgement to handle sensitive enquiries	Interview
•	Proven experience working within a political environment (including developing and delivering communications and media plans), with the political awareness needed to advise senior officers and elected members	Application form / Interview
•	Leadership and mentoring skills to support staff and build team capability	Application form / Interview
•	Experience of direct line management of communications and media professionals	Application form / Interview
•	Experience of resource management, including commissioning external suppliers.	Interview

•	Experience of employee performance management	Interview
Desirable		
•	Proven experience of developing innovative and forward-thinking approaches. E.g. adopting new communications methods or implementing new ways of working.	Interview
QUALIFICATIONS		
Essential		
•	Degree or diploma in communications, public relations, journalism, or related field – or demonstrable equivalent industry experience	Application form
•	Evidence of continuing professional development	Application form
•	Desirable	
•	Membership of a professional body (e.g. CIPR, PRCA)	Application form
•	National Council for the Training of Journalists (NCTJ) diploma	Application form
OTHER REQUIREMENTS		
Essential		
•	To display the council's values and behaviours when carrying out the job role	Interview
•	To perform the job role in accordance with the specified level of the council's Competency Framework	Interview
•	Commitment to self-development, service improvement and organisational effectiveness	Interview
COMPETENCY REQUIREMENT:		
Seeing the Big Picture	Seeing the big picture is about having an in-depth understanding and knowledge of how your role fits with and supports the council plan and the wider public needs and the national interest. For all staff, it is about focusing your contribution on the activities which will meet the council goals and deliver the greatest value. For leaders, it is about scanning the political context and taking account of wider impacts to develop long term implementation strategies that maximise	Interview
Level: 2		

	opportunities to add value to the customer and support economic, sustainable growth.	
Changing and Improving	<p>People who are effective in this area take initiative, are innovative and seek out opportunities to create effective change. For all staff, it's about learning from what has worked as well as what has not, being open to change and improvement, and working in 'smarter', more focused ways.</p> <p>For leaders, this is about creating and encouraging a culture of innovation and allowing people to consider and take informed decisions. Doing this well means continuously seeking out ways to improve policy implementation and build a leaner, more flexible and responsive council. It also means making use of alternative delivery models including digital and partnership approaches wherever possible.</p>	Interview
Level: 2		

Making Effective Decisions	<p>Effectiveness in this area is about using sound judgement, evidence and knowledge to arrive at accurate, expert and professional decisions and advice. For all staff it's being careful and thoughtful about the use and protection of council and public information to ensure it is handled securely and with care.</p> <p>For leaders it's about reaching evidence based strategies, evaluating options, impacts, risks and solutions and creating a security culture around the handling information. They will aim to maximise return while minimising risk and balancing a range of considerations to provide sustainable outcomes.</p>	Interview
Level: 2		
Leading & Communicating	<p>At all levels, effectiveness in this area is about showing our pride and passion for public service, communicating purpose and direction with clarity, integrity, and enthusiasm.</p> <p>It's about championing difference and external experience and supporting principles of fairness of opportunity for all.</p> <p>For leaders, it is about being visible, establishing a strong direction and persuasive future vision; managing and engaging with people in a straightforward, truthful, and candid way.</p>	Interview
Level: 2		
Collaborating and Partnering	<p>People skilled in this area are team players. At all levels, it requires working collaboratively, sharing information appropriately and building supportive, trusting and professional relationships with colleagues and a wide range of people within and</p>	Interview
Level: 2		

	<p>outside the council, whilst having the confidence to challenge assumptions.</p> <p>For senior leaders, it's about being approachable, delivering business objectives through creating an inclusive environment, welcoming challenge however uncomfortable</p>	
Developing self and others	<p>Effectiveness in this area is having a strong focus on continuous learning for oneself, others and the organisation. For all staff, it's being open to learning, about keeping one's own knowledge and skill set current and evolving.</p> <p>For leaders, it's about investing in the capabilities of our people, to be effective now and in the future as well as giving clear, honest feedback and supporting teams to succeed. It's also about creating a learning and knowledge culture across the organisation to inform future plans and transformational change</p>	Interview
Level: 2		
Delivering Value for Money	<p>Delivering value for money involves the efficient, effective and economic use of taxpayers' money in the delivery of public services. For all staff, it means seeking out and implementing solutions which achieve the best mix of quality, and effectiveness for the least outlay. People who do this well base their decisions on evidenced information and follow agreed processes and policies, challenging these appropriately where they appear to prevent good value for money.</p> <p>For leaders it's about embedding a culture of value for money within their area/function. They work collaboratively across boundaries to ensure that the council maximises its strategic outcomes within the resources available</p>	Interview
Level: 2		
Managing a Quality Service	<p>Effectiveness in this area is about valuing and modelling professional excellence and expertise to deliver service objectives, taking account of diverse customer needs and requirements. People who are effective plan, organise and manage their time and activities to deliver a high quality, secure, reliable and efficient service, applying programme, project and risk management approaches to support service delivery.</p> <p>For leaders, it is about creating an environment to deliver operational excellence and creating the most appropriate and cost effective delivery models for public services</p>	Interview
Level: 2		

<p>Delivering at Pace</p>	<p>Effectiveness in this area means focusing on delivering timely performance with energy and taking responsibility and accountability for quality outcomes. For all staff, it's about working to agreed goals and activities and dealing with challenges in a responsive and constructive way.</p>	<p>Interview</p>
<p>Level: 2</p>	<p>For leaders, it is about building a performance culture where staff are given space, authority and support to deliver outcomes. It's also about keeping a firm focus on priorities and addressing performance issues resolutely, fairly and promptly</p>	