

## **JOB DESCRIPTION – Communications and Content Officer**

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<b>DEPARTMENT:</b>	Communications
<b>LOCATION:</b>	Birmingham/Boston/Nottingham/Peterborough/Rushden
<b>LINE MANAGER:</b>	Communications Manager
<b>RESPONSIBLE FOR:</b>	N/A
<b>SALARY:</b>	100% FTE £27,574.43 pa

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### **MAIN PURPOSE OF JOB**

To support the delivery of the organisation's communications strategy. To enable the departments of the organisation to deliver key communications to staff, volunteers and stakeholders in a planned way.

### **CORE TASKS**

- A) Contribute to the overall operation of Longhurst Group. Help to deliver the corporate vision, values and key messages and promote the effective corporate working of the organisation.
- B) Contribute to the operational plans for the Communications service ensuring that key objectives are met. Aid continuous improvement and service success.
- C) Be responsible for the Group's compliance with all necessary legal requirements commensurate with this role to minimise or alleviate risk.
- D) Represent the Group with internal and external stakeholders, attending meetings, training and conferences as necessary.
- E) Champion the Communications department through continually improving processes and outcomes for staff and customers.
- F) Identify opportunities to grow and develop services considering Value for Money in all actions.
- G) Contribute to being part of a high performing, highly engaged staff team, promoting a culture of excellent customer service.

### **KEY TASKS**

1. To help implement the communications strategy to provide effective communication of relevant corporate information to staff, volunteers and stakeholders
2. To demonstrate a sound understanding of what makes a story and judgement of how to maximise that story for both internal and external audiences.
3. To advocate the critical business importance of the consistent use of the brand
4. To draft key messages for target audiences, including researching and writing briefing notes

5. To produce and provide content for videos and presentations
6. To research, identify and write external PR stories achieving wide ranging media coverage
7. To complete agreed programmes of work, meet challenging targets, deadlines and standards of performance as agreed with line manager
8. To write and produce relevant publications, including customers newsletters, and write award submissions
9. To demonstrate strong proof reading and editing skills
10. To support the Internal Communication and Events Officer in the delivery of key internal communications.

**GENERAL REQUIREMENTS**

1. To demonstrate and champion the core competencies/behaviours of the Group.
2. To work within all Group policies and procedures, providing a high quality service and to always have a high regard for the Equality and Diversity Policy.
3. To respect confidentiality at all times and abide by the requirements set out in the Data Protection Act 1998.
4. To observe all of the Group’s Health and Safety policies, procedures and processes and take all reasonable care to promote Health and Safety for all.

*The above does not constitute an exhaustive list of duties. The post holder may be required to perform any reasonable tasks commensurate with the level of responsibility at the request of their Manager. Duties may vary as and when localised procedures are updated or renewed with varying local authorities that Longhurst Group works with. Longhurst Group reserves the right to alter the content of this job description to reflect changes to the organisation or the services it provides.*

**Creation Date:** May 2018

**Review Date...Jan 2019.....**

*To be reviewed as part of the annual review process*

## PERSON SPECIFICATION –Copy and Content Officer

<i>The 'Core Behaviours' competency framework outlines the key expectations of all Longhurst Group staff. Used together, the Person Specification and Core Behaviours will ensure new employees will exhibit the competencies required for this role.</i>	<i>Essential/ Desirable</i>	<i>Application</i>	<i>Test</i>	<i>Interview</i>
<b>A) Education, qualifications and training: Strategic</b>				
Degree or equivalent	<i>Essential</i>	✓		
Relevant PR or communications qualification	<i>Desirable</i>	✓		
<b>B) Core Behaviours: Operational</b>				
<b>1) Understanding the organisation</b>				
Aware of what's happening inside and outside the organisation and the relationship between Longhurst Group, the community and the environment. Understands how operational issues fits with the bigger picture.	<i>Desirable</i>	✓		✓
<b>2) Delivering excellent customer service</b>				
Ensures the delivery of service meets customer requirements, internal and external. Looks for ways to exceed customer expectations and invites feedback.	<i>Essential</i>	✓		✓
<b>3) Communication</b>				
Communicates with others using techniques appropriate to the situation and uses skills to build and maintain relationships. Adapts information or way in which it is communicated and builds rapport.	<i>Essential</i>		✓	✓
<b>4) Innovation/change</b>				
Looks for new ways to improve working methods and initiatives to carry the organisation forward. Demonstrates a willingness to improve themselves and others for the benefit of the business.	<i>Essential</i>			✓
<b>5) Working together</b>				
Forms working relationships with others inside and outside the organisation and openly promotes and values diversity. Is a champion for promoting and demonstrating effective partnership working.	<i>Essential</i>			✓
<b>6) Leadership</b>				
Promotes effective performance through self-development and by motivating and supporting others. Is leaderful in own area and in the organisation.	<i>Essential</i>	✓		✓
<b>C) Job Specific Knowledge, Experience &amp; Understanding</b>				

Experienced in delivering communications for a complex organisation	<i>Essential</i>	✓		✓
Experienced in delivering communication campaigns to engage a wide range of audiences	<i>Essential</i>			✓
Experienced in writing corporate documents for internal and external use i.e. annual report, business plan etc	<i>Desirable</i>			✓
Understanding of the importance of measuring communications	<i>Essential</i>			✓
Experienced in identifying and writing external PR stories to achieve wide-ranging media coverage	<i>Essential</i>		✓	✓
Experience of working in/dealing with regional and trade media	<i>Desirable</i>	✓		✓

## **D) Ability & Skills**

Excellent verbal and written communication skills	<i>Essential</i>			✓
Strong newsgathering and news judgement skills	<i>Essential</i>	✓		✓
Ability to perform under pressure and to tight deadlines	<i>Essential</i>			✓
Highly organised and efficient	<i>Essential</i>			✓
Must be strong on attention to detail, including proof reading, adherence to deadlines, and organisational skills	<i>Essential</i>		✓	✓
Must be creative, but strong on understanding the difference between tangible and intangible benefits to the business	<i>Essential</i>			✓
Highly motivated with a 'can do' attitude	<i>Essential</i>			✓
Flexible and adaptable working approach to meet needs of the business	<i>Essential</i>			✓
Ability to network and build strong relationships within an organisation	<i>Essential</i>			✓
Experience of photography, video production and editing.	<i>Desirable</i>	✓		✓

## **E) Equality & Diversity**

Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs	<i>Essential</i>			✓
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Champions the organisation's values	<i>Essential</i>			✓
Promotes equality of opportunity for all people as employees or customers	<i>Essential</i>			✓
Promotes an environment where everyone can thrive and reach their potential	<i>Essential</i>			✓
Recognises and reflects the diversity of the communities where the organisation works	<i>Essential</i>			✓

Signature: ..... Date: .....