

COMMUNICATIONS ADVISOR

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|---------------|-----------------------------------|-------|------------|
| Reference No. | SS2487 | Type | Individual |
| Service | Communications & Customer Insight | | |
| Job Family | Professional 1 | Grade | FC7 |

Purpose

To provide expert advice and deliver efficient, effective and creative communications that contribute to the delivery of Council priorities.

Task or Responsibility - For this role, there is an expectation that all, or a combination, of the following will be undertaken:

Provide expert professional advice and guidance on communications strategy, policy and evaluation to elected members, chief officers, senior managers and others across the council and partner agencies and contribute to policy and strategy development.

Coordinate, deliver and evaluate strategic communications across the Council, Fife Partnership and with other stakeholders as required through:

- projects and packages of work linked to the council priorities across the council, with services and partners as required
- campaigns, promotional activities and special events that improve the provision of information for Council customers and effectively promote key policy and service developments
- the production of Council information from planning and copywriting to distribution ensuring they appropriately reflect and

Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility

Educated to HNC in communications or marketing or equivalent professional qualification or experience in a similar/related communications/marketing role (Deliver Results) – See 'How We Work Matters' Framework

Evidence of continuing professional development relevant to this post

Experience in communications, media relations, promotion and/or marketing.

Knowledge of media relations management and wider communications techniques and best practice

Ability to provide a regular and effective service

E **D**

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Role Profile

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|---|--|-------------------------------------|----------|
| <p>promote the Council's aims, objectives, performance and customer focus.</p> <ul style="list-style-type: none"> Extend the Council's use of digital communication channels, writing and coordinating improvements to corporate and promotional content online and identifying opportunities for development. | | | |
| <p>Deliver the Council's news service and manage our relationship with journalists - answering enquiries on behalf of Fife Council, contributing to the design and implementation of the Council's digital and print news strategy including social media, taking full account of legislative and legal requirements.</p> | <p>Knowledge of the workings of and current issues facing local government and the wider public sector</p> <p>Experience in leading/coordinating the delivery of work/objectives with others</p> | <p>✓</p> <p>✓</p> | |
| <p>Manage the team's relationship with a designated service, and ensure appropriate support is provided by leading:</p> <ul style="list-style-type: none"> regular forward planning performance reviews prioritisation of activity in the context of the wider council plan the design and delivery of communication plans the delivery of effective media relations at a service level managing ad-hoc requests for support monitoring and, where appropriate initiating improvements in, the quality of communications service provided | <p>Project management experience</p> <p>Experience prioritising workload, meeting deadlines and reacting positively when under pressure</p> <p>Demonstrates innovative thinking and creative application of new ideas</p> <p>Critical and lateral thinking</p> | <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> | |
| <p>Provide communications support to elected members, area committees and assist in the provision of support to Area Chairs as required.</p> | <p>Experience advising elected members of officers on all aspects of communications (Focus on Customers)</p> <p>Negotiation skills and ability to communicate effectively at all levels</p> | <p>✓</p> <p>✓</p> | |

Role Profile

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|--|---|---|----------|----------|
| Assist in the coordination and reporting on budgets for projects or activities as required. | Demonstrates innovative thinking and creative application of new ideas | | | ✓ |
| Deliver effective presentations and products to deliver messages effectively reports and other documentation as required. Actively participate in and encourage professional development. | Experience in developing a comprehensive and proactive media and communications strategy | ✓ | | |
| | Demonstrates a commitment to improving customer service through effective communications | ✓ | | |
| | Communication skills, both written and oral Presentation skills | ✓ | | |
| | Experience of leading/making a positive contribution to change (Deliver Change) | | | ✓ |
| | Team worker/team builder (Work Together) | ✓ | | |
| | Networking skills/networker | ✓ | | |
| | Experience in joint working | ✓ | | |
| Commitment to Fife Council aims and values | ✓ | | | |
| Has a positive and flexible attitude to the requirements of the post and the need for out-of-hours working where necessary | ✓ | | | |
| Undertaking all other duties as required for the role. Duties will be in line with the grade. | | | | |

Role Profile

| Additional tasks or responsibilities – this is a generic role, however this particular job may also require you to undertake the following: | | | | |
|---|---------|--|---|---|
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| JOB TITLE (of Specialist tasks) | | | | |
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| Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required None | |
|---|--|
| <p>Before confirming appointment: You may be required to obtain PVG scheme membership or a Disclosure check. Please refer to the job advert for clarification of the specific requirement.</p> | |
| Additional Information – the following information is available | Expected Behaviours – It is essential that you display the following behaviours as they are expected of all our employees: |
| <ul style="list-style-type: none"> Skills Framework (if applicable) How we work matters SPECIAL CONDITIONS This is a politically restricted post. | <ul style="list-style-type: none"> Take Ownership Focus on Customers Work Together Embrace Technology & Information Deliver Results |