

Role Profile

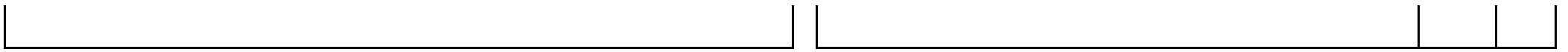
COMMUNICATIONS ADVISOR: Kirkcaldy Area Place and Tourism			
Reference No.	A5197	Type	Individual
Service	Communications & Marketing		
Job Family	Media/Marketing/Design	Grade	FC7

Purpose
To provide expert advice and deliver efficient, effective, and creative communications that contribute to developing a shared sense of community, heritage and local pride across the Kirkcaldy area.

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 delivery for elected members, chief officers, senior managers, and officials working together to tell the stories of people and place across the Kirkcaldy area.
<p>Coordinate, deliver and evaluate communications across the Kirkcaldy area through:</p> <ul style="list-style-type: none"> • projects and packages of work linked to community-led place shaping and tourism priorities, developed in partnership and with stakeholders • campaigns, promotional activities, and special events that improve engagement and effectively promote community involvement

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

Task or Responsibility - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	E	D
<ul style="list-style-type: none"> planning, copywriting and distributing local information ensuring it appropriately reflects and promotes the Local Community Plan's aims, objectives, performance and community focus the use of digital communication channels, writing and coordinating improvements to online content and through social media, and identifying opportunities for development. 	Knowledge of media relations management and wider communications techniques and best practice Ability to provide a regular and effective service	✓ ✓	✓
Deliver a news service and manage relations with journalists - answering enquiries in partnership with other key stakeholders as appropriate - and contributing to the design and implementation of the Kirkcaldy area digital and print news strategy, including social media, taking account of legislative and legal requirements and the lead roles partners have.	Knowledge of the workings of and current issues facing local government and the wider public sector Experience in leading/coordinating the delivery of work/objectives with others	✓	
Manage relationships with communications links in partner organisations, with support and guidance from the Community Manager, Project Manager (Place and Tourism), and Communications & Marketing Manager. Provide coordination support that ensures <ul style="list-style-type: none"> regular forward planning of communications prioritisation of activity in the context of wider plans the design and delivery of communication plans the delivery of effective media relations management of requests for support monitoring and, where appropriate initiating improvements in, the quality of communications provided 	Project management experience Experience prioritising workload, meeting deadlines, and reacting positively when under pressure Demonstrates innovative thinking and creative application of new ideas Critical and lateral thinking	✓ ✓ ✓ ✓	
Provide communications support to elected members, partners and others as directed by the Community Manager	Experience advising elected members and officers on all aspects of communications (Focus on Customers)	✓	



Role Profile

Task or Responsibility - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	E	D
	Negotiation skills and ability to communicate effectively at all levels		
Assist in the coordination and reporting on budgets for projects or activities as required.	Experience in developing a comprehensive and pro-active media and communications strategy	✓	
Deliver effective presentations and products to deliver messages effectively reports and other documentation as required. Actively participate in and encourage professional development.	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 Ability to work under own initiative 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	✓ ✓ ✓ ✓ ✓ ✓	✓

Additional tasks or responsibilities – this is a generic role; however, this job may also require you to undertake the following:				
Task or Responsibility - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	Range %	Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	E	D
JOB TITLE (of Specialist tasks)				

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 <p>This is a politically restricted post</p>	<ul style="list-style-type: none"> Take Ownership Focus on Customers Work Together Embrace Technology & Information Deliver Results