

COMMUNICATIONS OFFICER

Reference No.	FFF1086	Type	Individual
Service	Communications & Engagement		
Job Family	Professional 2	Grade	FC8

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.

Develop communications policy and practice including planning and evaluation, digital communications and marketing, media relations, crisis management, campaigns and community / staff engagement.

Coordinate, deliver and critically assess the effectiveness of strategic communications across the council, Fife Partnership and with other stakeholders. Deliver training to drive improvement.

Develop and lead key strategic projects and packages of work linked to council priorities, managing input from services and partners as required. Activities will include:

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

E **D**

Educated to SCQF level 8, which includes HND, SVQ level 4 or equivalent in communications / marketing or experience in a similar / related communications / marketing role

✓

Evidence of continuing professional development relevant to this post

✓

Extended experience in communications, media relations, staff engagement, promotion and/or marketing.

✓

Role Profile

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<ul style="list-style-type: none"> planning and delivering campaigns, promotional activities and special events that improve information for, and engagement with, council customers and staff - effectively promoting key policy and service developments planning, copywriting and distributing council information ensuring it appropriately reflects and promotes our aims, objectives, performance and customer focus creating professional content and advising on communication standards 	<p>In-depth knowledge of media relations management and wider communications techniques and best practice, including accessibility requirements</p> <p>Ability to provide a regular and effective service</p>	✓ ✓	
<p>Maximise the potential of internal and external digital communication channels, coordinating, editing and creating appropriate content to encourage audience engagement.</p>	<p>Experience in managing social media accounts and digital communication channels</p> <p>Demonstrates good judgement and ability to respond appropriately to feedback</p>	✓ ✓	
<p>Deliver internal and external news service, providing excellent customer service to journalists and internal information owners. Answer enquiries on behalf of Fife Council, and proactively contribute to our digital and print news feeds, taking full account of legislative and legal requirements. Manage our news desk as required.</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>Good judgement in dealing with complex, confidential or contentious issues quickly and accurately</p>	✓	
<p>Manage the team's relationships with other council services, and ensure appropriate support is provided by:</p> <ul style="list-style-type: none"> coordinating multi-disciplinary project teams agreeing clear communication objectives, leading communication project planning and performance reviews 	<p>Project management experience, and the ability to take a lead role in project teams</p> <p>Ability to set and prioritise workloads, meet deadlines and react positively when under pressure</p>	✓ ✓	

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<ul style="list-style-type: none"> • prioritising activity in the context of the wider council plan • designing and delivering effective communication plans • advising on, and delivering, effective media relations around day to day business • managing ad-hoc requests for support • monitoring and, where appropriate initiating improvements in, the quality of communications service and content 	Demonstrates innovative thinking and creative application of new ideas Critical and lateral thinking	✓ ✓		
Provide communications support to elected members, area committees and other committees as required.	Experience advising elected members of officers on all aspects of communications Negotiation skills and ability to communicate effectively at all levels	✓ ✓		
Prepare, negotiate and manage appropriate budgets for projects or activities as required.	Demonstrates innovative thinking and creative application of new ideas		✓	
Deliver effective presentations, reports and other documents or products as required that clearly articulate agreed messages. Actively participate in and encourage professional development. Represent the directorate/Fife Council at council committees, sub-committees, emergency planning exercises, consultation activities or other events as required, both within the council and with external bodies. Contribute to directorate and wider council activities as required.	Experience in developing a comprehensive and pro-active media and communications strategy Demonstrates a commitment to improving customer service through effective communications Ability to provide professional advice/provide training for elected members and officers on communications, marketing and/or media relations Communication skills, both written and oral Presentation skills	✓ ✓ ✓ ✓		

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	Experience of leading/making a positive contribution to change Team worker/team builder 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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Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required	
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.	
Additional Information – the following information is available:	Expected Behaviours
<ul style="list-style-type: none"> • Skills Framework (if applicable) • How we work matters 	<p>Every council employee is expected to lead the way by making decisions and behaving in ways that uphold our community commitments and values.</p> <p>Please refer to How We Work Matters Guidance to learn more.</p>