**Job Description**

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| **Job Title:**  Communications Officer | **Grade**: SCP 18 – 25 (£27,344 - £32,020) |
| **Responsible to following manager:**  Town Clerk | **Responsible for following staff:**  None |
| **Location:**  Northampton Guildhall | **Hours**: Full time (37 hours per week) |
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**Working for Northampton Town Council**

Northampton Town Council is a newly created council sitting at the Parish Council level of local authorities. It was officially created in April 2021 following local government reorganisation in Northamptonshire and the creation of two new unitary organisations. The Town Council is based at the historic Guildhall in the centre of Northampton and this will be the main location of the job.

Northampton Town Council is the largest parish council by population in England and has ambitions to provide high quality services for the community. All officers are central to the growth of the Council and the delivery of the strategic plan that we are beginning to draft.

**Overview**

This post will lead on communications and press liaison on behalf of the town council.

This is a post working across all areas of the Council. As such it will touch on all areas of the Council’s work including corporate, environment, events, community work and civic functions.

**Job Purpose**

* To deliver effective external and internal communications for the Council
* To proactively develop opportunities to communicate the work of the Council

**Specific Duties and Responsibilities**

1. To communicate successfully with audiences using multiple media channels and techniques including social media and infographics.
2. To take a proactive approach to communicating about the Council, its services, projects, and activities; and responding to media issues.
3. To manage the Council’s website, including having editorial control of content, ensuring it remains compliant, there is good access to information on council services, policies and meetings, and making sure it meets accessibility standards
4. To manage branding of the council, including working across teams, with councillors and our partners including other parish councils to ensure a consistent and professional image in accordance with the values and objectives of the council
5. To create and develop new innovative ways to communicate the Council’s key messages and work including the development of a newsletter use of video and other digital technologies
6. To assist in the planning, development, preparation and distribution of the various publications produced by the council.
7. To design and carry out meaningful consultation with our partners and communities
8. To work with partners to promote services and the town to residents, visitors and potential visitors
9. To develop and maintain a communications strategy for the Council, incorporating existing work and developments
10. To support and promote the Council’s policies and procedures and values and behaviours in all dealings with staff, Members, and the public.
11. To assist in providing communications support in emergency situations including out of hours where required
12. The duties and responsibilities of the post are not restrictive, and the post holder may be required to undertake other duties from time to time. Any such duties should not however, substantially change the general character of the post.

**General Duties and Responsibilities**

* To contribute to the development and improvement of the services of Northampton Town Council.
* To comply with relevant internal processes and external guidelines including the Code of Conduct and policies concerning data protection and health and safety.
* To promote equality, diversity, and inclusion, and working to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
* To work as part of team with officers and councillors to achieve the councils aims and objectives

**Additional Information**

Ability to work out of hours – the post holder will be expected to be able to work some out of hours to work alongside the events and project officers in providing coverage for the council’s events and activities. The post holder will be able to claim payment or time off in lieu (TOIL) to compensate for this.

**Person Specification**

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**Our Values and Behaviors**

* taking responsibility and being accountable for achieving the best possible outcomes – a ‘can do’ attitude to work
* taking a team approach that values collaboration and partnership working
* contributing to the overall aims of the Town Council as it looks to take on and develop its own services
* working with our residents, partners and stakeholders in promoting Northampton as a great place to live, work and visit
* always looking for best value in the services and goods we procure and where possible using local suppliers and contractors

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| **Person Specification Requirements** |  |
| **Knowledge** | |
| **At entry level**  A demonstrable understanding and experience of external and internal communication techniques, practices and current thinking | Essential |
| Experience of developing and delivering effective communications programmes | Essential |
| Understanding of the workings of local government, current issues and challenges | Desired |
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| **Experience** | |
| Communications, press releases and newsletters | Essential |
| Experience of using multiple channels to deliver campaigns and tell stories to different audiences | Desirable |
| **Skills** | |
| Ability to work as part of a team, exchanging ideas and providing support to colleagues to ensure that team and service objectives are met. | Essential |
| Ability to juggle competing workloads and demonstrate good time management. | Essential |
| Ability to communicate with diverse groups – councillors, colleagues, partners including other parish councils, public, press etc. | Essential |
| Ability to demonstrate competence in the use of PC based office systems, particularly word processing | Essential |
| Ability to self-motivate and work to deadlines and to prioritise a variety of tasks and conflicting demands. | Essential |
| A high degree of organisational ability, there is a need to be versatile, adaptable and have a flexible approach to work. | Essential |
| An understanding of trends in the communications market and the needs to use this effectively with appropriate style and branding. | Desirable |
| Able to use hardware and software such as canva, to prepare and present the town council’s communications in an exciting, informative and professional manner | Essential |

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| **Qualifications** | |
| Educational qualifications to at least A level or equivalent  Relevant degree and/or professional qualification(s) | Desirable  Desirable |
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