

## **Job Profile Information: Media and External Relations Officer**

**This supplementary information for Media and External Relations Officer is for guidance and must be used in conjunction with the Job Capsule for Job Family Communications at Level 4 Zone 1**

### **Camden Way Category 4**

**It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee's contract of employment.**

#### **Role Purpose:**

The post holder will be responsible for the successful delivery of the Council's external messaging, proactive and reactive media relations, promoting campaigns and public affairs work. Delivering a 24/7 digital media cycle the post holder will be responsible for providing strategic advice to senior managers and Cabinet members and forming strong relationships with the media and public affairs stakeholders. They will be expert at building relationships with key journalists and opinion formers, and be adept at using and monitoring all forms of media including print, online and social media.

The post holder will work directly with the Media and External Relations Manager in a flexible matrix system, taking on responsibility for specific areas to promote the Council in the media and manage reputation on issues and projects across a range Council's service, campaigns and public affairs activity.

The post holder will work closely with the Core Communications Lead (Channel) to make sure media relations integrate well with the Channel Strategy.

#### **Example outcomes or objectives that this role will deliver:**

- High quality, high profile media and public affairs campaigns delivered through the Council's multimedia Channel Strategy
- Use a range of multimedia and digital channels to effectively promote Council services and the Camden Plan
- Provide expert advice and technical support in the use of social and digital media
- Regular features and articles placed in relevant local, regional and national media including print and online

- Work with the Core Communications Lead (Channels) to provide content for all Council Channels including the Camden Magazine and online
- Apply effective media monitoring methodology to show impact and success of media campaigns, and promote learning from evaluation
- Maintain and develop a strategic forward plan for media which aligns with the strategic Forward plan
- Provide trusted strategic advice to senior managers and elected members.

### **People Management Responsibilities:**

The role does not have any direct line management responsibility.

From time to time the role may have oversight of the work of other colleagues in Communications such as temporarily assigned project team members located in the core matrix e.g. Communications Assistant.

### **Relationships:**

The role reports to the Strategic Communications Manager as part of the core matrix operating model.

The post holder will have a 'dotted line' of managed from the Media and External Relations Manager who will provide expert and technical direction, advice and support.

The post holder will work closely the Core Communications Lead (Channels) to deliver news content across all channels. They will have good working relationships with Core Communications Leads on campaigns and projects across the whole of the Council's work. They will be comfortable working in a flexible matrix system, and as a team member on a varied range of projects as well as in their specialist media role.

The post holder will be required to give media and public relations advice to senior managers, the leader of the Council and elected members. They will form trusted relationships with local, regional and national media and be required to deliver proactive and reactive media relations on behalf of the authority.

**Work Environment:**

The Communications service is based at 5 Pancras Square where all staff are expected to work in an agile way in-line with Camden's move to a paperless and flexible work environment.

The post will participate in the on call press rota and the Council's out of hours service and Emergency Planning rota.

**Technical Knowledge and Experience:**

- Educated to Degree level or equivalent experience
- Wide range of media experience and knowledge of channels including digital
- Strong track record delivering media campaigns and of measuring impact
- Experience of providing strategic advice at board level, to senior officers and elected members
- High level of political sensitivity and judgement
- Experience of managing a media and external relations
- Experience of managing a digital and social media channels
- Crisis communications and emergency planning skills
- Political awareness and sound judgement
- Excellent oral and written communication skills

## **Camden Way Five Ways of Working**

*In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.*

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

- Deliver for the people of Camden
- Work as one team
- Take pride in getting it right
- Find better ways
- Take personal responsibility

For further information on the Camden Way please visit:

<http://www.togetherwearecamden.com/pages/discover-jobs-and-careers-in-camden/working-for-camden/>