**Job Capsule Supplementary Information: Communications Assistant**

**This supplementary information for Communications Officer is for guidance for Job Level 2, Zone 2, Category 2**

**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:**

Responsible for providing communications and administrative support to enable the successful delivery of activities set out in the North London Waste Authority (NLWA) communications strategy, to include proactive PR, social media activity, campaigns, design and print and internal communications.

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

**Press and media**

1. To help maintain the NLWA press release schedule, playing a supporting role in ensuring that press targets are met each week, writing and editing high-quality pro-active press releases.
2. To provide media support as and when required.
3. To monitor and file relevant media and social media coverage of NLWA activities.

**Digital**

1. To provide support on the day to day running of NLWA’s social media accounts, using the Hootsuite system to help deliver regular and relevant organic content and campaigns.
2. To provide support on the delivery of paid-for content and campaigns on social media.
3. To help manage NLWA’s websites on a daily basis, ensuring content is accurate and relevant, and making updates as and when required.

**Administration**

1. To provide administrative support for budgeting purposes – processing and filing invoices, and ensuring all expenditure is recorded accurately.
2. To provide general administrative support, including maintaining accurate and well organised electronic files.
3. To deal with any communication enquiries received via email, telephone, post or social media.

**Campaigns/promotional**

1. To provide support for the delivery of communications campaigns, as directed by the Senior Communications Officer and Communications Manager.
2. Working with support, to write design and print briefs, as required by the team, and proof design work to ensure visual identity and editorial house style guidelines are adhered to.

**Internal communications**

1. To manage the organisation of all staff briefings, including room bookings and set-up, calendar invites, and help preparing presentations.
2. To write content for a weekly staff e-newsletter and ad hoc staff alerts.

**Miscellaneous**

1. To ensure internal communications procedures are followed, such as internal communications templates, visual identity and editorial house style guidelines.
2. To ensure that data protection procedures are followed across all areas of Communication work including the storing of photographs correctly with personal data consent forms.
3. To undertake such other duties within the broad remit of the post as may from time to time be required.
4. To work together and help nurture a positive team environment, covering for colleagues when necessary, keeping colleagues informed of current work, providing support where necessary and regularly attending team meetings.

All staff are expected to be flexible in undertaking the duties and responsibilities attached to their post and may be asked to perform other duties, which reasonably correspond to the general character of their post and their level of responsibility.

**People Management Responsibilities:**

Not applicable - none

**Relationships;**

* Reports to the Communications Manager. Works alongside the Senior Communications Officer and the Communications Officer.
* The Waste Prevention and Communications staff make up the External Relations team, reporting to the External Relations Manager.
* The post holder will be required to work with NLWA’s Waste Prevention and Operations teams, providing communications support in line with team priorities. They will also need to support the Communications team in achieving the aims and objectives detailed in the NLWA communications strategy.
* The post holder will operate in a complex industry with distinct political sensibilities so needs awareness of these issues.
* The post holder will be subject to sensitive and confidential information and must refrain from sharing such information outside of the Authority.
* The post holder will have to juggle competing priorities to achieve results.
* The post holder will be required to communicate with a range of people and organisations.

**Work Environment:**

* Predominately office based (at Unit 1B Berol House, Ashley Road) based but required to operate flexibly with visits to attend off-site meetings and events.
* The post holder will work a 20 hour week generally between Monday to Friday.
* The post holder may occasionally be required to work some weekends and evenings, attending events and meetings, which could be away from the Authority’s main buildings. Reasonable notice will be given under these circumstances.

**Technical Knowledge and Experience:**

**EXPERIENCE**

**Essential:**
- Providing administrative support in a busy environment.
- Experience in delivering social or digital or other communications activities
- Organising a busy and varied workload and managing competing priorities.

**Desirable:**
- Degree level qualification or communications/marketing qualification
- Providing communications support within a wider communications team.
- Liaising with the media and communications professionals, including designers.
- Writing for different target audiences – including media, online and printed materials.
- Managing social media channels.

**KNOWLEDGE**

**Essential:
-** MS Office or equivalent **-** Social media channels, including Twitter, Instagram and Facebook

**Desirable:**- Current issues and challenges facing local government and public services, as well as local government policies and procedures.
- Various laws and codes governing public relations and communications, including those specific to local government.

**SKILLS**

**Essential:**- Work to the highest standards, demonstrating resilience to pressure and retaining due professionalism at all times.

* Good organisational skills. Able to manage often conflicting demands and prioritise accordingly. Ability to maintain a wide range of record keeping, both computerised and manual.
* Excellent internal and external customer service skills.
* Excellent verbal and written communications skills.
* Demonstrate good attention to detail.
* Drive to develop and learn within a small but busy communications team

**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/>

**Chart Structure**