**Job Capsule Supplementary Information: Communications Officer**

**This supplementary information for Communications Officer is for guidance for Job Level 3 Zone 1, Category 3**

**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 objectives set out in the North London Waste Authority (NLWA) communications strategy, to include proactive PR, social media management, campaigns, publications production and internal communications.

**Outcomes / objectives that this role will deliver:**

**Press and media**

1. To create and manage the NLWA press release schedule to ensure 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.

**Digital**

1. To draft NLWA’s social media content planner and manage 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, and to evaluate the same providing reports and recommendations as a result.
2. To manage paid-for content and campaigns on social media, including campaign analytics.
3. To manage NLWA’s websites on a daily basis, ensuring content is timely, accurate and relevant, and making updates as and when required.

**Administration**

1. To manage the Communication team’s invoicing, budget spreadsheets and filing to ensure 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 complete a range of communications campaign work as directed by the Senior Communications Officer and Communications Manager - ranging from writing press releases or copy for a particular campaign to managing all aspects of some of the organisation’s smaller campaigns.
2. To write design and print briefs, as required by the team, overseeing delivery of the work from concept development to sign off, and ensuring visual identity and editorial house style guidelines are adhered to.
3. To coordinate the day to day usage and management of an Email Service Provider (ESP) system ensuring data is stored correctly within the system and that, where required, content is drafted, approved and issued.

**Strategic**

1. To support with the strategic implementation of initiatives, including, for example, the introduction of a new ESP system.

**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 take responsibility for written internal communications, including writing and distributing 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, helping trainees, temporary and freelance staff in the smooth running of the office, 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:**

There are no direct people management responsibilities for this role.

**Relationships:**

* The post holder will be required to work closely with NLWA’s Waste Prevention and Operations teams, providing communications and administrative 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.
* 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 make specific contact with a range of people and organisations. This work requires the ability to communicate at all levels with audiences that have varying degrees of knowledge and understanding of waste related issues, in order to maintain stakeholder relationships and ensure continuation of projects and delivery of key targets. Audiences vary from residents to MPs, to waste industry experts and borough officers.

**Work Environment:**

* Predominately office based but required to operate flexibly with visits to attend off-site meetings and events.
* The post holder will work a 36 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:**  
- Communications/marketing qualification OR experience in delivering social or digital or other communications activities  
- Providing administrative or communications support in a busy environment.  
- Organising a busy and varied workload and managing competing priorities.

**Desirable:**  
- Degree level qualification or equivalent  
- Working on projects to deliver measurable outcomes within a specific time frame. A track record of achieving results.  
- 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  **-** Social media channels, including Twitter and Facebook

**Desirable:  
-** How print, broadcasting and online media operates, and the ability to develop contacts.   
- 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.
* Develop productive relationships with a diverse range of internal and external stakeholders. Excellent internal and external customer service skills.
* Excellent verbal and written communications skills. Able to use these skills to achieve results and build relationships.
* Able to write and edit clear, concise copy for different target audiences within tight deadlines.
* Able to research thoroughly and present information accurately.
* Innovative and creative approach to problem solving.
* Able to use initiative to drive forward key projects and achieve results, in line with objectives.
* 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:

<https://camdengov.referrals.selectminds.com/togetherwearecamden/info/page1>

**Structure Chart – please insert or attach an up to date structure chart showing this role**