

LONDON BOROUGH OF LEWISHAM

JOB DESCRIPTION

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| Designation: | Media and Campaigns Officer | Grade: | PO3 |
| Reports to (Designation): | Head of External Communications | Grade: | SMG1 |
| Directorate: | Chief Executive's | Section: | Communications |

Main Purpose of the job:

To provide day-to-day communications support, planning and advice for the Council, providing high quality advice and work hands-on to deliver wrap-around support.

To develop, implement and evaluate integrated communications and marketing campaigns that promote Lewisham Council's services, events and policies.

To answer media enquiries that come into the Council in a timely fashion and to effectively use the media to promote Lewisham Council's services, policies and objectives.

To be a trusted source of advice to officers, members, colleagues and external partners on a range of communications issues.

To contribute to all of Lewisham Council's main communications channels.

Summary of Responsibilities and Personal Duties:

- Develop communication strategies and plans for the Council and account manage a specific directorate/s and the services within it
- To be responsive to news and policy developments that impact the Council, its services and local communities
- To develop and implement insight led communications
- Take part in the press office rota, responding to a range of reactive media and social media effectively and to tight deadlines
- Take part in the 24 hour on-call out of hours press office rota, delivering emergency communications support when needed, some out of office work may be required
- Establish and maintain positive relationships with a range of journalists and media stakeholders
- To provide strategic communications advice to lead members and officers
- Work effectively with a range of Communications colleagues within the team to ensure communications are maximised on all Council channels
- To proactively look for new stakeholders with which to establish and develop effective working arrangements

Internal Contacts: These include Chief Executive, Executive Directors and other senior members of staff; council officers working in services across the organisations, the Mayor, Cabinet Members and other councilors.

External Contacts: These will include local, regional and national journalists; local, regional and national stakeholders, industry bodies; communications leads and other representatives from partner organisations, local residents, local businesses.

To carry out the duties of the post with due regard to the Council's relevant codes and procedures.

All employees are required to participate in the Performance Evaluation Scheme (PES) and to undertake appropriate training and development identified to enhance their work.

Undertake other duties, commensurate with the grade, as may reasonably be required.

Consideration will be given to restructuring the duties of this post for a disabled postholder.

Number of fully managed staff: 0

| Title: | Grade | No of posts |
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Number of partially managed staff:

| Title: | Grade | No of posts |
|--------|-------|-------------|
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PERSON SPECIFICATION

JOB TITLE: Media and Campaigns Officer **POST NO:**
DEPARTMENT: Communications **GRADE:** PO3

Note to Candidates

The Person Specification is a picture of the skills, knowledge and experience needed to carry out the job. It has been used to draw up the advert and will also be used in the shortlisting and interview process for this post.

Those categories marked 'S' will be used especially for the purpose of shortlisting.

Please ensure that Equality and Diversity issues are addressed specifically in relation to the role for which you are applying when addressing the requirements of this person specification where appropriate.

If you are a disabled person, but are unable to meet some of the job requirements specifically because of your disability, please address this in your application. If you meet all the other criteria you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

Equality & Diversity

Awareness of and a commitment to Equality of Access and Opportunity in a diverse community with a understanding of how equality and diversity relates to this post

Knowledge, Aptitude and Skills

Knowledge and understanding of local government – how it works and the major challenges it faces **S**

A highly effective communicator – able to speak confidently, persuasively and articulately and to write clearly and effectively for a range of audiences on a range of issues **S**

Ability to identify and manage threats to the reputation of the authority

An understanding of the needs and challenges presented by diverse communities

Excellent interpersonal skills to motivate colleagues to achieve change and improve services

Ability to work collaboratively with key individuals across an organisation and to develop effective partnerships with external partners **S**

Ability to work independently and act calmly and effectively under pressure and to deadlines

Experience

Experience of developing communication strategies and campaign plans **S**

Experience delivering digital communications across a variety of channels and creating content that cuts through **S**

Experience working with design agencies or designers to create marketing collateral and campaign materials **S**

Experience of providing communications advice to senior managers and politicians

Experience in communications roles in a complex organisations, ideally in government

Demonstrable experience of media relations, including managing negative or crisis situations

Experience of working across a wide range of relevant communications channels, ideally in a public sector environment

General education

No degree necessary

Personal qualities

Candidates are expected to adhere to Lewisham's values

Circumstances

DBS Disclosure Required? **No** **Basic** **Enhanced**

(Tick as appropriate – guidance available from your HR Advisor)

Physical

Generally candidates must meet the standard Lewisham requirements for the post