JOB DESCRIPTION

Job Title: Communications Officer		**Ref No:**	**JE Ref:** G275
Department: Corporate Services	**Band:** 9	**Location:** Dumfries & Galloway	
Responsible To:	Policy & Communications Lead Officer		
Responsible For:	N/A		
Job Purpose:	To enhance and protect the reputation of the Council To promote a positive image of the Council and its services To deliver a professional, effective and efficient internal and external communications service that increases public awareness of the Council and its services. To provide proactive communications advice. To support, enhance and add value to the Communications Unit's activities by: • ensuring opportunities arising from developments in social media, social networking and the use of digital communications are maximised for the benefit of the Council • promoting and ensuring the implementation of the Corporate Communications Strategy		
Main Responsibilities:	• Primary point of contact for Council departments on communication matters, both internal and external. • Principal contact for the press and other media enquiries, liaising and working with them to promote the Council's image. • Develop and maintain the Council's social media applications and assess performance in this area. • Provide the Policy & Communications Lead Officer with editorial, strategic, creative and operational support. • Support and encourage Council departments proactively promote their service information and initiatives to create a greater understanding of how the Council is meeting its Priorities. • Market and communicate events/initiatives, both internally and externally. • Production of staff communications including information for the intranet, Quickfacts, all Council emails and the quarterly Staff Newsletter.		
Job Activities:	1. Responsible for proactive and reactive media relations including: writing and issuing press releases; identifying opportunities to promote the Council and its services; fielding media enquiries; and providing swift and accurate responses, maintaining good working relationships with all relevant media in order to maximise coverage. 2. Maintain high editorial standards to protect the Council reputation. 3. Build strong, good and positive working relationships with key people in the media and other significant stakeholders. 4. Maximise the use and potential of social media in order to maximise coverage of the Council's messaging/messages. 5. Plan and deliver multi-media communications to promote Council		

	services and activities. 6. Monitor media coverage, including social media activity, and provide analysis and reports on activity as required by senior management. 7. Horizon scanning for new developments in communications/ online social media and assume the role of project leader in assessing potential for their adoption and bringing on stream, if approved. 8. Provide professional advice and guidance to departments to identify opportunities to proactively produce and distribute information about Council services. 9. Work with departments to develop, plan and deliver the Corporate Communications Strategy, identifying opportunities to proactively promote service information and initiatives that create a greater understanding of how the Council is meeting its Priorities. 10. To work with departments on the identification, development and delivery of marketing opportunities ensuring that they contribute to the achievement of the Council's priorities. 11. To provide advice, guidance and support to departments or individuals on communication policies or practice and associated communication tools. 12. To promote corporate communications priorities within departments especially Plain English and 'The Brand' across all communication channels. 13. Create and relay key corporate messages that may be difficult or complex in a clear and concise style to specifically targeted audiences. 14. To assist departments in updating the content of the Council's website and intranet, ensuring that content is accurate, up to date, accessible and customer friendly. 15. Prepare speeches on a range of topics for a range of audiences, as required. 16. Undertake and complete agreed programmes of work and projects, meeting challenges, deadlines and standards of performance as agreed with the Policy & Communications Lead Officer. 17. Carry out other duties commensurate with the level and nature of the post as determined by the Policy & Communications Manager.	
Performance Management	***The job activities listed are not exhaustive and may be added to or amended consistent with the job purpose.*** • To manage your own performance and any staff you may be responsible for in accordance with the Council's values of Customer First, continuous improvements, openness and honesty, local decision making and team working. • To achieve the agreed performance targets detailed in the work plan and contribute to performance appraisal activities. • To manage your own performance in compliance with all Codes, Regulations and procedures including Code of Conduct, Health and Safety and Governance. • To manage risk, promote risk awareness and prioritise work in light of the risk analysis. • To actively commit to the Council's equality and diversity vision statement and associated policies that promote fairness and equality and celebrate diversity, in dealing with colleagues, clients and service users. • To take all reasonable measures to limit carbon emissions and reduce energy/ resource consumption when undertaking work activities.	
Prepared by:	**Rhona Lewis / Iain MacKenzie**	**Date: October 2017**