



Cumberland Council

Post Specification

Date	February 2023
PG Number	5342
Post Title	Engagement and Communications Officer
Job Family	Organisational Support
Job Family Role Profile	OS9
Final Grade	Grade 9

To be read in conjunction with the job family role profile

Service Area description

This post is part of the council's Corporate Communications Team. The team has responsibility for marketing, internal and external communications, consultation, brand/graphic design, media relations and the council's digital media platforms. The team supports all council directorates, working to priorities agreed by the council's management team (CMT).

Purpose of this post

This purpose of this post is to deliver effective communications and engagement activity to support a specific project/priority/service area.

The post holder will be work closely with the council's corporate communications team and the relevant individuals/teams/directorate in relation to the project/priority/service area In particular working with internal and external stakeholders to ensure maximum contribution and commitment to the project/priority/service area and supporting culture change.

Key job specific accountabilities

1. Build strong relationships with all key stakeholders, encouraging support and contribution to this project/priority/service area.
2. Develop and deliver a comprehensive communications and engagement plan for the project/priority/service area.
3. Deliver marketing campaigns and activity throughout the year across the full range of online and offline channels to raise the profile of the project/priority/service area and the work the council is doing.
4. Produce high quality communications at all times that support the council's brand and meet the organisations Corporate ID requirements.
5. Improve stakeholder engagement and customer satisfaction with all key stakeholders and audiences e.g. members, customers, staff and communities.
6. Support the forward planning of engagement and communication activity related to the project.
7. Contribute to the project, its performance management and any supporting drive for culture change on the allocated project/priority/team

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget

Responsibilities

- Will have responsibility for monitoring and reporting on spend against specific project budgets.

Staff Management Responsibilities	<ul style="list-style-type: none"> • NA
Other	<ul style="list-style-type: none"> • Post will require occasional working at evenings and weekends
Essential Criteria - Qualifications, knowledge, experience and expertise	
<ul style="list-style-type: none"> • Educated to degree level or equivalent in a communication or related discipline • Knowledge of the application of communication, marketing, media and engagement techniques • Excellent inter-personal skills and ability to build and maintain productive working relationships • ICT literate with demonstrable experience of MS Office applications and commonly used social media platforms • Excellent creative thinking and problem solving skills 	
Disclosure and Barring Service – DBS Checks	
<ul style="list-style-type: none"> • This post does not require a DBS check. 	
Job working circumstances	
Emotional Demands	<ul style="list-style-type: none"> • Normal
Physical Demands	<ul style="list-style-type: none"> • Minimal. Occasional movement of display equipment.
Working Conditions	<ul style="list-style-type: none"> • Majority office based, will involve some work in the community
Other Factors	
<ul style="list-style-type: none"> • Post holder must be able to travel independently. • Based in Carlisle. 	