

Decision under Delegated Powers

Officer Requesting the Decision

Improvement & Organisational Development Manager

Officer Making the Decision

Head of Strategic Support

Recommendations

1. That the Communications Officer (Social Media and PR) post (M324) be re-graded to from grade 5 to Grade 6 with the revised job profile as appended, with effect from the start date of the successful applicant. This post is currently vacant.
2. That the hours for post M275 (HR Admin Assistant) in cost centre A020 reduce by 5 hours, from 66 hours to 61 hours

Reasons

1. To update the job profile for the post and to implement the recommendation of the Job Evaluation panel in respect of grading.
2. To fund the cost of regrading

Authority for Decision

Under Section 8 of the current Council Constitution the Head of Paid Service (Chief Executive) has delegated authority 'to agree changes to the establishment, within budget and without major service or policy implications, affecting no more than five posts (irrespective of their post number) in any single case (item 6 on page 8-4 of the Constitution).

Decision and Date

Background

In line with the Council's recruitment and selection policy, the job profile for Communications Officer (Social Media and PR) post has recently been reviewed pending a recruitment process.

The revised job profile has been assessed by the Job Evaluation panel, who have concluded that it should be re-graded from Grade 5 to Grade 6.

Comments from HR

HR Advisor: Anna Cairns (20/3/18)

Summary of Comments from HR: The updated Job Profile has been evaluated by an independent Job Evaluation panel and scored appropriately.

Where necessary, if this affects the current post holder a Variation eform will need to be completed.

HR seen recommendations (both draft and final, if amended): Y

Financial Implications

At the top of the scale, the effect of the re-grade will be £3,400 per annum (including on-costs).

This will be met by reducing the hours for post M275 (HR Admin Assistant) in cost centre A020 by 5 hours, from 66 hours to 61 hours. These hours are currently vacant.

Risk Management

There are no risks associated with this decision

Key Decision: No

Background Papers: None

Division:	Improvement & Organisational Development
Job Title:	Communications Officer (Social Media and PR)
Grade:	6
Post Number:	M324
Base/Location:	Southfield Road, Loughborough
Responsible To:	Communications Manager
Responsible For:	N/A
Key Relationships/ Liaison with:	Members, managers and staff across the organisation

Job Purpose

To lead on the day-to-day management of the Council's social media accounts.

To work with services and Lead Members to produce proactive press releases and reactive statements for the media and support all aspects of the communications service.

Delivery of an effective and appropriate service to all service users, fairly and without discrimination.

Main Duties and Responsibilities

1.	To work with services and Lead Members to identify stories and develop content which can be used by the media and the Council's own channels. Content can include words, pictures and video.
2.	To handle media inquiries and advise staff, including senior managers and Lead Members, when preparing reactive statements.
3.	In the Communications Manager's absence, advise senior managers and Lead Members on sensitive PR issues.
4.	To build effective relationships with journalists, staff, Members and partners.
5.	To be alert to sensitive issues in the media and social media and raise them with the Communications Manager, or in their absence, directly with senior manager and Lead Members.
6.	To develop and execute internal and external communications plans which

	have clear objectives and outcomes and support Council priorities.
7.	To lead on the day-to-day management of the Council's social media accounts, including the creation of engaging content; scheduling its delivery using appropriate software and responding to customer inquiries.
8.	To continually analyse trends using data from social media platforms to improve the impact of content and support the Communications Manager in using those trends, alongside best practice, to develop strategies.
9.	To offer advice and training to staff and members when using social media for council business in order to improve skill levels and therefore effectiveness.
10.	To assist in the production of the weekly media briefing to the Chief Executive and Council Leader, including the compilation of social media analytics and to deputise for the Communications Manager when necessary in presenting the briefing.
11.	To work with services and assist in producing the Council's internal staff newsletter, One Charnwood.
12.	To be aware of the Code of Recommended Practice on Local Authority Publicity in 2011, particularly in relation to restrictions on publicity regarding elections.
13.	To be aware of the Civil Contingencies Act and the council's duty to warn, inform and advise the public in the event of an emergency; support the Council's communications during an emergency and deputise for the Communications Manager in their absence
Special Factors	
The nature of the work may involve the jobholder carrying out work outside of normal working hours.	

This job description sets out the duties and responsibilities of the job at the time when it was drawn up. Such duties and responsibilities may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot in themselves justify a reconsideration of the grading of the job.

Charnwood Borough Council is seeking to promote the employment of disabled people and will make any adjustments considered reasonable to the above duties under the terms of the Equality Act 2010 to accommodate a suitable disabled candidate.

Date Created/Revised: March 2018



Division:	Improvement & Organisational Development
Job Title:	Communications Officer (Social Media and PR)
Grade:	6
Post Number:	M324

	Essential	Desirable	How assessed
Qualifications			
GSCE English and Mathematics at Grade C or above (or equivalent)	✓		App/Doc/ Int
Or			App/Int
Relevant experience as described below	✓		
Relevant qualification or degree (Media studies, English, Communications or a related subject)		✓	App/Doc/ Int
Experience			
Experience in pro-active and reactive media relations	✓		App/Int
Experience of writing articles and producing content for different channels	✓		App/Int
Experience of managing multiple social media accounts for an organisation	✓		App/Int
Experience of working in local government		✓	App/Int
Skills/Knowledge			
Excellent writing / copywriting skills	✓		App/Int/

Excellent knowledge of operating social media channels in a communications environment	✓		Test
Proficiency in using Microsoft Office software	✓		App/Int/ Test
Able to adopt a methodical, logical approach to tasks.	✓		App/Int
Knowledge of Adobe Creative Suite and / or Photoshop		✓	App/Int
Experience of creating multimedia content		✓	App/Int
Interpersonal Skills			
Excellent interpersonal skills to establish positive relationships with junior and senior officers, Members and the media.	✓		App/Int
Excellent verbal communication and writing skills including a sound understanding of grammar	✓		App/Int
Able to work under own initiative and also as part of a team	✓		App/Int
Customer Focused – able to prioritise the needs and requirements of our customers and continually ask ‘how can we make it better?’	✓		App/Int
Ability to work under pressure and to strict deadlines.	✓		App/Int
Other requirements			
An understanding of, and commitment to equal opportunities, and the ability to apply this to all situations.	✓		App/Int
Must be able to perform all the duties and tasks of the job with reasonable adjustments, where appropriate, in accordance with the provisions of the Equality Act 2010.	✓		App/Int
To be able on occasion to work outside normal office hours	✓		App/Int

Key:

App = Application form

Test = Test

Int = Interview

Pre = Presentation

Med = Medical questionnaire

Doc = Documentary evidence (e.g.
certificates)

Prepared by: Communications Manager

Date: March 2018