

**Breckland Council Application Pack for the post of  
Junior Communications Officer: 66-21**

**Closing Date: 9<sup>th</sup> June 2021**



**Breckland**  
COUNCIL

**Thank you for your interest in working for Breckland Council.  
Within this pack you will find the following:**

- Conditions of service
- Job Description
- Person Specification

Please ensure that you read the job description and person specification before completing your application.

Please provide us with full details of your experience and qualifications in support of your application. Applicants will be selected for interview based upon the information they provide on their application and how this meets the criteria in the job description and person specification.

## **TERMS AND CONDITIONS OF SERVICE**

The Terms and Conditions at Breckland Council are in accordance with collective agreements negotiated from time to time by the National Joint Council for Local Government Services Administrative, Professional, Technical & Clerical Services (APT & C), with the exception of those conditions affecting salary, which are subject to a locally negotiated salary structure. Other Terms and Conditions may be implemented following collective agreements negotiated and agreed with the Trade Union recognised by Breckland Council for collective local bargaining purposes. The Principal conditions are set out below:-

**Grade:** 9

**Salary Scale:** From £22,684 per annum

**Hours:** 37 hours per week

**Period of Notice to be  
given by the postholder:** 1 month notice.

**Probationary Period:** The appointment of every new entrant to the Local Government Service with this Authority is subject to a six-month probationary period. During the probationary service the employee will be expected to establish his/her suitability for the post.

**Sickness Payments:** Will be in accordance with the National Scheme of Conditions of Service.

**Annual Leave:** For full time posts the annual leave entitlement is 25 days, increasing after three years' continuous Local Authority service by one day per year up to the maximum of 28 days, plus bank holidays. For part time posts the entitlement is pro rata, plus bank holidays (that fall on a working day for you); if they fall on a non-working day, one fifth of your contracted weekly hours is added to your holiday entitlement.

**Flexible/Agile Working:** Breckland Council encourages flexible / agile working

**Car User Status:** This post attracts casual car user status.

**Relocation Expenses:** A relocation package of up to £8000 is applicable to all new appointees who are required by the Council to relocate to the area.

Please note that all offers of appointment are subject to satisfactory references and satisfactory medical clearance. In some instances, offers of employment may also be subject to satisfactory criminal record checks.

## Job Description

Job Summary	
<b>Grade</b>	9
<b>Responsible To</b>	Communications Manager
<b>Responsible For</b>	None
<b>Job Purpose</b>	Deliver communications activities of the Council and protect and enhance the reputation of the organisation.
<b>Location of Job</b>	Elizabeth House, Dereham – with some travel, as required. Some remote working
<b>Directorate/ Service Area</b>	Strategy and Governance
Description of Duties	
<b>Primary Functional Objectives of the Role</b>	<p>Under direction from the Communications Manager, support delivery of communications functions for the council. Activities of the team include:</p> <ul style="list-style-type: none"> <li>• Press and PR</li> <li>• Internal (staff and councillor) Communications</li> <li>• Marketing</li> <li>• Design and print</li> <li>• Social Media</li> <li>• Web content management</li> <li>• Supporting the digitalisation of services</li> <li>• Providing strategic communications aid the delivery of major projects</li> <li>• Emergency Planning</li> </ul> <p><b>Duties of the postholder:</b></p> <p>With guidance from senior members of the team, support the delivery of communications plans and tasks – eg. writing press releases, internal messages, member communications, web and social media content</p> <p>Use digital tools to create unique content for internal / external use eg. short films, animations, written copy</p> <p>Provide creative and engaging content for use on social media, the web, and intranet/staff newsletters</p>

	<p>With support from senior members of the team, respond to reactive media enquiries and social media comments/messages</p> <p>Plan and deliver coordinated, timely and engaging internal communications – eg. newsletter content (or equivalent), intranet updates, posters</p> <p>Take photographs and video of events on and off site for use in council materials/channels</p> <p>Support the planning and delivery of council events (internally and externally facing)</p> <p>Monitor and report on all media and social media coverage / activity related to the council. Use this information to ensure communications remain relevant and to improve the council's communications strategy/approach</p> <p>Proof-read copy for grammar, spelling, usage and style. Re-write copy as necessary to ensure use of plain English and make content engaging and relevant to the audience/channel.</p> <p>Provide administration support for the team – eg. ordering equipment, processing invoices</p> <p>Work to communications, engagement (internal and external), marketing and other strategies for the council</p> <p>Be mindful of issues which may cause reputational damage to the organisation and raise any risks with senior members of the team, while also actively minimising reputational damage to the council where it has the potential to occur.</p> <p>Work with other members of the team to decide which images and graphics will best support written content</p> <p>Collect and verify information to develop stories through interview, observation, and research</p> <p>Facilitate increased use of digital platforms to interact and transact with the Council.</p> <p>Be proactive in identifying new ways of working and raise these with the Communications Manager and wider team</p> <p>Ensure compliance to all policies, procedures, standard operating practices, with recommendations for action and continuous improvement.</p> <p>Be committed to Safeguarding and promoting the welfare of all those that we serve, as well as complying to best practice in the application of Safeguarding.</p> <p>Perform any other relevant activities decided by the line manager</p>
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<b>Primary Line/Performance Management Objectives of the Role</b>	<ul style="list-style-type: none"> <li>No line management responsibilities</li> </ul>
<b>Primary Leadership Objectives of the Role</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Responsibilities for:</b>	
<b>People</b>	<ul style="list-style-type: none"> <li>No direct line management responsibilities</li> </ul>
<b>Assets</b>	<ul style="list-style-type: none"> <li>Responsible for proper use of council-provided kit (eg. laptop)</li> </ul>
<b>Finance</b>	<ul style="list-style-type: none"> <li>No budget holder responsibilities</li> <li>As part of administration function, will be responsible for processing invoices, ordering materials</li> </ul>
<b>Decision Making</b>	<p>Will have political awareness</p> <p>Be able to assess situations quickly and calmly before making informed decisions and providing advice which protects the reputation of the council to officers at all levels and members</p> <p>Recognise when issues need to be escalated to senior members of the team</p>
<b>Communications</b>	<ul style="list-style-type: none"> <li>Clear and considered communications to internal audiences at all levels of the organisation and a range of external stakeholders</li> </ul>

## Person Specification

Experience & Knowledge	
Essential	Desirable
<ul style="list-style-type: none"> <li>• Experience of working in a communications environment or similar</li> <li>• Experience of writing for different audiences and using multiple channels, including digital</li> <li>• Well-versed in social media</li> <li>• Experience of digital publication tools such as Canva, stock photography websites, email distribution services</li> <li>• The ability to cope with conflicting and changing demands through good time management and the ability to work under pressure</li> <li>• Proven initiative and judgement to identify opportunities and resolve problems</li> <li>• Strong communication skills - on and offline, written and oral</li> <li>• Excellent interpersonal skills - ability to communicate effectively with colleagues at all levels</li> <li>• Good planning and organisational skills, with experience of working to guidelines and instructions</li> <li>• Good ICT skills - both standard Microsoft applications and specialist systems</li> <li>• Excellent proof reading skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in local government and/or public sector</li> <li>• Experience of creating engaging material (eg. video, animations) using digital tools</li> <li>• Experience of website content management systems</li> <li>• Experience of commissioning suppliers, such as photographers, web designers</li> <li>• Experience of supporting 'channel shift'</li> <li>• Experience of planning projects, incorporating a range of channels including digital</li> <li>• Experience of working with internal and external partners to plan successful campaigns/projects and measure success</li> <li>• Organisation of public and media events and publicity</li> <li>• Experience of processing and recording financial information/transactions</li> </ul>

Qualifications	
Essential	Desirable
Minimum 5x GCSEs at C or above (or equivalent)	A-level education  Relevant communications, marketing or journalism qualification or demonstrable equivalent experience
Mental Demands	
<ul style="list-style-type: none"> <li>• Will need to be able to manage a highly varied and changing workload and regularly reprioritise demands</li> <li>• Ability to respond in sometimes high-pressure, time-sensitive situations</li> <li>• Will need to be able to deal tactfully with sometimes confrontational situations, including with the media</li> <li>• Will cope with frequent interruptions</li> </ul>	
Physical Demands	
<ul style="list-style-type: none"> <li>• Predominantly office role, typing etc. Possibly some remote working.</li> <li>• Occasional events with associated set up and transportation of equipment</li> <li>• Occasional requirements to work outside of normal office hours – eg. events, elections</li> </ul>	
Health & Safety (exposure to risk)	
<ul style="list-style-type: none"> <li>• Predominantly office role</li> <li>• Will need to comply with all health and safety training</li> </ul>	

This job description is not exhaustive.

The job description outlines the current position and will be subject to review in the light of development within the service, in consultation with the post holder as detailed in your Contract of Employment.