



JOB DESCRIPTION (JD) AND EMPLOYEE SPECIFICATION (ES)

Standard Template

JOB TITLE:	Senior Communications & Marketing Executive		
GRADE: JOB CODE:	G7 ASC98SENIG7	SERVICE AREA:	Communications Marketing & Brand
REPORTS TO:	Head of Marketing or Team Manager Media & Communications	LOCATION:	Council House/Civic Centre / Work from Home
SPECIAL CONDITIONS:	<p>Working outside of standard office hours may be required. There is a requirement to work flexibly at all times with due regard to prevailing workloads and priorities. Attendance at evening and other out-of-hour meetings as required although this is not expected to be regular or routine</p> <ol style="list-style-type: none"> 1. Political activities of the post are restricted under the Local Government and Housing Act 1989 2. Attendance at Council meetings and any associated public meetings including occasional evening and weekend working may be required 3. Flexibility to operate within both a Media and Marketing remit 4. Confidentiality to be maintained at all times 5. As part of general community engagement may be required to attend public events and activities held outdoors 6. This post is covered by the Government's Code of Practice on the English Language Fluency Duty for public sector workers. The Post holder will be required to communicate verbally with customers and provide advice and/or information in accurate spoken English 		

1. Main purpose of the job role:

- Develop and deliver communications, both internally and externally, to communicate key messages on pressing topics of interest
- The post holder will be expected to handle media enquiries and provide community management for a range of social media accounts
- The job involves the drafting of media releases, marketing content and the creation and scheduling of social media posts
- The job will involve regular liaison with officers across the Council, senior officers and Cabinet members as content is approved according to the Council's processes
- The post holder will monitor media coverage and social media conversations and compile regular coverage reports for CMT, Cabinet and Directors
- This role is required to manage conflict when it arises and escalate where appropriate and to provide oversight of communication, marketing and engagement activities across the council

- Creative thinking will be at the heart of this role, originating ideas to tell the Council's story and creating content for the media, social media, marketing campaigns, for the Council's website and for staff engagement

2. Role specific duties and accountabilities:

- Planning and delivering campaigns and communications on behalf of the council and specific services
- Creating multimedia content to communicate key messages, raise awareness of Council services, support the Council's corporate communication priorities and to engage staff and partner organisations
- Working with Business Partners within Communications Marketing and Brand to draft statements and media releases and follow the Council's established approval processes
- Monitoring the media and social media using a media monitoring tool, sharing coverage summaries on a daily basis with CMT, Directors and members of the Cabinet
- Develop engaging content for the Council's social media accounts and its website
- Contribute to the community management of the Council's social media accounts
- Engage effectively and in a timely way with the media through calls, emails and face-to-face at media events and press conferences
- Understand reputational risk and the factors that contribute to this to ensure that risk is effectively mitigated and managed for the council
- Escalating key risks and issues to managers and Business Partners within Communications Marketing & Brand
- Deliver marketing and PR campaigns to raise the profile of the Council's Corporate priorities
- Evaluating the success of campaigns and communications, capturing this and developing best practice guidelines using this information
- Collaborate with communication and marketing colleagues from partner organisations for example NHS Trusts, the University and the WMCA
- Plan and deliver PR and marketing events, virtual and face-to-face. Contribute to the evaluation of these events and feed this into future planning
- Work with Print and Design colleagues to design the production of communication and marketing materials and ensure that work requests from internal colleagues are signed off within CMB by the Team Manager Media and Communications or by the Head Of Service Marketing & Brand

3. Corporate duties and accountabilities:

- The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.
- Through personal commitment and clear action, the postholder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.
- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in

achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.

- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.



Walsall Council

JOB TITLE Senior Communications & Marketing Executive		GRADE G7	
Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.		Indicate when Assessment is possible: at Application form=A interview=I both=A/I test = T	WEIGHT CODE shows relative importance Low=1 Medium=2 High=3
Behaviours:			
Professionalism - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.		A/I	3
Accountability - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.		A/I	3
Transparency - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.		A/I	3
Ethical - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.		A/I	3
Abilities/Skills: (refer to JE guidance document)			
Ability to demonstrate excellent communication and marketing skills with capability to deal with people at all levels, to facilitate engagement with transformational activity NOTE: The ability to communicate verbally with customers and provide advice and/or information in accurate spoken English is essential for the post.		A/I	3
Shows confidence and credibility; relates well to others; understands the vision and the values of the council and demonstrates fairness and equity		A/I	3
Excellent writing skills across a broad range of areas, including compilation of press releases, internal reports, campaign materials, case studies, newsletters, briefing materials, website and social media content		A/I	3
Achieves outcomes for customers and communities; is customer and outcome focussed; develops quality material to provide good communications internally and externally and strives for continuous improvement		A/I	3
Demonstrates the ability to build strong relationships both internally and externally with stakeholders		A/I	3
Uses initiative, is innovative and displays creative thinking. Utilises all forms of communications media to ensure that messages are presented in the most appropriate way		A/I	3

Manages own time effectively and utilises available resources and plans for high performance to gain the maximum benefit; is able to demonstrate good planning skills and consideration and mitigation of risks and issues associated with communication and event activities	A/I	3
Demonstrates effective team working skills and ability to engage with colleagues across the council and partner organisations, evidencing the contribution which the post holder brings to the team and wider stakeholder working	A/I	3
Ability to work effectively in a political environment and establish positive relationships with councillors, senior managers, staff, groups and residents in a way that establishes confidence, credibility and trust.	A/I	3
Ability to make decisions efficiently, adopt a problem-solving approach to new challenges and be flexible to adapt to changing priorities.	A/I	2
Demonstrates effective use of office technologies and office based systems to support carrying out their role	A/I	3
Excellent social media skills across a broad range of channels along with experience of evaluating social media campaigns with online analytics	A/I	3
Ability to provide appropriate advice, guidance, support and training on managing and learning from media and social media coverage and enquiries to enable services and individuals to manage and utilise this information more effectively to improve services	A/I	3
Evidence of working with new digital communications channels to engage diverse audiences	A/I	3
Ability to shoot video content and edit material for use on a range of social and digital channels	A/I	2
An awareness of and commitment to the application of equality and diversity in the role	I	3
Ensuring appropriate information governance standards are adhered to ensuring sensitive and personal information is handled appropriately.	A/I	2
Knowledge/Experience: specify type, level and qualitative (not quantitative required); if any.		
Substantial experience or writing for the media and creating content for social media and the web across a broad range of channels	A/I	3
Substantial experience working in the field of marketing and communications and the ability to demonstrate knowledge of a broad range of communications activities - media, websites, publications, marketing, social media and events	A/I	3
Experience of evaluating marketing and PR campaigns, using online analytics to measure reach, engagement and sentiment	A/I	3
Experience of working in fast paced multimedia environment utilising written, video, photography and infographic content	A/I	3
Evidence of continuous professional development (where applicable)		
Qualification: Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.		
Educated to degree level or equivalent, GCSE in English or equivalent required	A	
Other Essential Requirements		
Awareness of, and commitment to, confidentiality and handling data	I	3
Prepared by:	Keith Beech	Date: July 2021