



Job description

Job title:	Communications and Engagement Officer (Fixed Term)
Post No:	
Grade:	7
Directorate:	Corporate Services
Reports to:	Communications and Engagement Team Leader

Purpose of the job

To support the development and delivery of effective internal and external communications and engagement strategies that promote the Council's services, priorities, and values.

The role will enhance public understanding, encourage participation, and strengthen relationships with residents, stakeholders, and staff.

Main areas of responsibility

- Support the implementation of the Council's Communication and Engagement strategy.
- Draft and publish content across multiple channels including website, social media and media releases.
- To continuously improve the website and digital experience for our customers keeping accessibility standards high.
- Ensure consistent branding and messaging across all communications.
- Plan and deliver engagement activities, consultations and campaigns to involve residents and stakeholders in decision making.
- Use tools such as Citizen Space to manage consultations and feedback.
- Build relationships with the media, community groups, partners and local organisations
- Support internal communications to ensure colleagues are informed and engaged, including the development of Internet content, internal campaigns and newsletters

- Monitor media coverage and maintain a positive public image of the Council. Respond to media enquiries and prepare statements in collaboration with senior officers and Members.
- Identify problems which require attention and recommend solutions.
- Contribute to corporate projects and initiatives that require communication and engagement support. Support service areas in developing tailored communication plans for specific projects/campaigns.
- Track and report on communication and engagement activity including reach, impact and feedback.
- Maintain records in line with data protection information governance requirements.
- To comply with the requirements of the Council's data quality management policy, the officers' code of conduct, financial and contract rules and procedures, and with corporate personnel policies and practices, particularly absence management, health and safety and equalities.

Values

To promote and ensure our values are embedded in all aspects of service delivery and partnership working:

- **We Care:** Valuing others and developing ourselves; committed and passionate about what we do.
- **We Innovate:** Ambitious, creative and resourceful; putting customers first and learning from feedback.
- **We Achieve:** Taking responsibility and seeking excellence; always proud to serve.

Health and Safety

To take reasonable care for the health, safety and well-being of yourself and others who may be affected by acts or omissions at work.

Equality

Melton Borough Council has a moral and legal duty to demonstrate fairness to our community, service users and staff. We aim to ensure our services are accessible to everyone and that our employment practices are barrier free and provide equal opportunities for prospective and current employees.

The responsibilities and duties listed above will vary from time to time without changing the character of the post or the level of responsibility entailed. You will be expected to adopt a flexible approach to ensure the efficient and effective implementation of relevant projects, programmes, policies and procedures.

Person specification

- A general understanding and knowledge of the different services delivered by local authorities.
- A good understanding of engagement, communication and consultation processes with the ability to apply appropriate methodologies.
- An excellent communicator, capable of delivering complex, often politically sensitive information through written, digital and verbal methods to a variety of audiences.
- Ability to work on own initiative and manage own time and workload to meet agreed deadlines
- High level of digital literacy and proficiency including Microsoft 365.
- Excellent communication skills are required to build and maintain relationships with a diverse audience.
- Experience of coordinating and managing projects and delivering community engagement activities is desirable.
- Previous successful experience of planning and delivering engagement activities.
- Graphic design or video editing skills is highly desirable.
- Strong desire and commitment to deliver improved and excellent services to customers and the community.
- Strong problem solving skills as well a crisis communication and emergency planning skills.
- Understanding of and commitment to Data Protection, Equalities and Health and Safety legislation and guidance
- Commitment to continuous improvement and innovation
- Trustworthy with knowledge and understanding of the role and nature of Local Government; a thorough understanding of the needs to maintain confidentiality when required.

Qualifications

- Educated to A-level standard or equivalent