

## Job Description

<b>Job Title:</b>	Communications Officer (Net Zero)
<b>Directorate</b>	Strategy and Change
<b>Service Area</b>	Communications
<b>Grade</b>	7
<b>Competency Level</b>	2
<b>Salary</b>	£38,223 - £43,421
<b>Job Type</b>	Hybrid
<b>Location</b>	Cunard Building
<b>Disclosure and barring service (DBS)</b>	Not required
<b>Job Evaluation Ref No</b>	

## Job Purpose

- Produce content and engagement that relates to sustainability and the Net Zero agenda
- Highlight the decarbonisation agenda and capture the hearts and minds of staff, members and residents
- Support all environmental engagement/consultation work, in particular deliver a Citizen's Jury
- Produce campaigns underpinned by behaviour change

- Find innovate and creative ways to align the agenda to the UN Sustainable Development Goals
- Highlight and promote citywide campaigns about climate change
- Liaise with external organisations to amplify and support their sustainability ambitions
- Work closely with internal comms colleagues to promote sustainable activities
- Work closely with the Sustainability Manager, the Economic Strategy, Skills and Sustainability Director and the Director of Communications in the maintenance of excellent working relationships with chief officers, their leadership teams, portfolio members, external partners, journalists and external reliable sources of usable intelligence to ensure the delivery of high-quality communication advice, strategy, products and research.
- To create communication strategies which enable the delivery of agreed service objectives and outcomes.
- To build relationships with journalists, editors, partners and communications staff in other Liverpool partners.
- To support the development and provide overall editorial control to key communication channels as agreed.
- To network externally in order to ensure that Liverpool City Council is kept abreast of the latest thinking and practice in communication management and behaviour change.
- To promote the interests of Liverpool City Council and its partners locally, regionally, nationally and internationally, establishing a strong profile for the City Council and enhancing its reputation, influence and impact.
- To always act in ways that enhance the reputation of the City Council and the City of Liverpool.

**Directly Responsible To:**

Sustainability Manager, Economic Strategy, Skills and Sustainability Director and the Director of Communications

## Main Areas of Responsibility:

- Support the Leader, Cabinet, members, CMT and other stakeholders through the provision of communication strategies, advice and compelling content
- Provide support to the Economic Strategy, Skills and Sustainability Director and the Director of Communications in delivering Liverpool City Council's aims, core values and business objectives
- Create communication strategies which enable the delivery of agreed service objectives and outcomes
- Create high-quality written materials, concepts and advice, specifically articles, blogs, news releases and social media copy
- Build relationships with members, corporate management team, staff and local partners
- Craft and produce compelling video, graphic assets and podcasts
- Write and curate the daily Agenda newsletter for all staff
- Produce the weekly Mersey Views newsletter for residents
- To contribute to the effective delivery of the Communications team's objectives of news management, internal communication, external communication, behaviour change campaigns, reputation risk management and external reputation assessment.
- To assist in the strategic support to Management team, elected members and portfolio members through the provision of communication strategies, products, advice and channels to key audiences

- To provide support to the Economic Strategy, Skills and Sustainability Director and the Director of Communications in the provision of management and leadership action to deliver Liverpool City Council aims, core values and business objectives
- To develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken

### **Supervision and Management Responsibility:**

- No supervisory or line manager responsibility

### **Budget and Financial Responsibility:**

- Being fully accountable for managing the Council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact

### **Social Value Responsibility:**

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the Council, residents and communities.

### **Physical Demands of the Job:**

- On occasion this role may involve standing for long periods of time when hosting events.
- Some outdoor working will be required when organising site visits or other external engagement sessions.

## Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Commit to Liverpool City Council's Net Zero target
- Deliver and promote excellent customer service, externally and internally.
- Commit to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Make the Council a great place to work, living the Council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

## Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our Council Plan pillars linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level, Level 2

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to

carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

# Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

## Qualification and training

### Essential

- Degree relevant qualification, or comparable experience communications. (A,I)

### Desirable

- Qualifications/training that demonstrate computer literacy

## Experience

### Essential

- Substantial experience of working in a comparable role in communications (A,I)
- Experience of organisational culture change (A,I)
- Experience of working on climate change and sustainability content (A,I)
- Experience of event organisation (A,I)
- Experience of financial administration (A,I)



## Skills/Abilities

### Essential

- High level organisational skills and attention to detail (A,I)
- Professional telephone manner and verbal communication skills (A,I)
- Experience of using content management systems such as Umbraco, SharePoint (A,I)
- Understanding of communications with employees (internal communications) (A,I)
- Professional experience in a newsroom, or related local government activity (A,I)

### Desirable

- Ability to approach communications from a customer/audience perspective
- A self-starter with a high level of initiative and the abilities to act independently
- Working outside traditional working hours at times
- Ability and enthusiasm to get involved in the wider work of the team
- Creative flair
- A passion for, and deep knowledge, of modern communications methods, including digital communication

## Commitment

### Desirable

- An understanding of and a personal commitment to the vision and values of Liverpool City Council
- Commitment to quality and personal accountability in all areas of work

- Commitment to and understanding of equal opportunities

## Other

### Desirable

- Driving licence
- Working outside traditional working hours at times