

Job Description

Job Title	Communications Officer (Our Liverpool)
Directorate	Strategy and Change
Service Area	Communications
Grade	7
Competency Level	2
Salary	£39,513 - £44,711
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not required
Job Evaluation Ref No	A9529

Job Purpose

To develop the narrative of Liverpool as a welcoming city and the Council as a migrant-friendly organisation, in line with the vision of the Our Liverpool Plan, Council Plan and the Council's communications strategy.

Directly Responsible For:

Not applicable

Directly Responsible To:

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 Our Liverpool team 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
- Contribute to the writing and curation of the daily Agenda newsletter for all staff
- Contribute to the production of 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 Director of Communications in the provision of management and leadership action to deliver Liverpool City Council aims, core values and business objectives
- Help develop migration-related campaigns, initiatives and marketing material, delivering them effectively to deadline and within budget
- Collect positive newsworthy stories and support the countering of anti-migrant rumours
- Support with communication tasks related to events organised by the Our Liverpool Refugee & Migration team
- Support the Council's community cohesion response to urgent events related to migration
- Support the maintenance and promotion of stakeholder service directories and contacts databases for the Council's migration work
- Work to celebrate the Council's status as a Local Authority of Sanctuary
- Work with residents from a migrant background to support the communication of key Council messages/campaigns
- 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 management responsibilities

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
- Monitor financial performance and deliver within budget
- Monitor financial performance, deliver within budget and seek savings and efficiencies by exploring opportunities to draw funding where appropriate
- Set, monitor, and remain within budget whilst challenging the team to deliver increased efficiencies
- Explores different options for funding and income generation

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
- Delivering and promoting excellent customer service, externally and internally.

- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making 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 plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency 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 of 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 event organisation (A,I)

Desirable

- Experience of financial administration
- Experience of working with refugee and migrant communities and an understanding of the issues facing these communities
- Lived experience of the UK immigration processes

- Experience of delivering with a trauma informed approach

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

Essential

- An understanding of the needs and experiences of refugees, asylum seekers and/or vulnerable migrants, alongside local community cohesion issues (A,I)
- Commitment to quality and personal accountability in all areas of work (A,I)
- Commitment to and understanding of equal opportunities (A,I)

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council

Other

Desirable

- Working outside traditional working hours at times