

Job Description

Job Title	Communications Officer (Neighbourhoods)
Directorate	Strategy and Change
Service Area	Communications
Grade	7
Competency Level	2
Salary	£42,123 - £47,665
Job Type	Office Based/Hybrid
Location	Cunard Building, Liverpool City Centre
Disclosure and barring service (DBS)	Not required
Job Evaluation Ref No	

Job Purpose

- Produce content and engagement that relates to waste management and green spaces and highways
- Highlight the work the council is doing to improve recycling rates and green spaces with residents
- Support all environmental engagement/consultation work
- Produce campaigns underpinned by behaviour change
- Highlight and promote citywide campaigns about waste management and green spaces



- Liaise with external organisations to amplify and support our work
- Work closely with internal comms colleagues to promote sustainable activities
- Work closely with the External Relations Manager, the Head of Communications and the Director of Communications to maintain excellent working relationships with chief officers, their leadership teams, portfolio members and external partners
- 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 For:

N/A

Directly Responsible To:

External Relations Manager

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 Corporate Director for Neighbourhoods and the Head 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 and graphic assets
- 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 Corporate Director for Neighbourhoods and the Director of Communications and Engagement 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

- 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 or relevant qualification, or comparable experience in 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 working in a highly pressured environment (A/I)
- Excellent written and verbal communication across different mediums (I)
- Active listening and being able to decipher complex concepts and language (I)
- Experience of working to and meeting multiple deadlines (I)
- Strong writing, editing, and storytelling skills across a range of formats and audiences (A/I)

Desirable

- Experience of working in Local Government or complex organisations
- Understanding of behaviour change principles and social media

Skills/Abilities

Essential

- High level organisational skills and attention to detail (I)
- Professional telephone manner and verbal communication skills (I)
- Experience of using content management systems such as Umbraco, SharePoint (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