

COMMUNICATIONS OFFICER

DRAFT JOB DESCRIPTION

**Reports to** : Head of Corporate Administration

**Responsible for** : 0 staff

**Working hours** : 37 per week

**Main purpose of Job:**

Generally :

- To lead the implementation, review, and development of the Council's Communications Strategy.

Externally :

- To work with other staff to identify information which is useful to the public, and to oversee its effective presentation;
- To co-ordinate contact between the Council and the news media and to ensure so far as possible that the correct facts and the Council's objectives and views are properly understood;
- To lead the development of an appropriate and attractive Runnymede style for external communications and ensure its use by all departments on external communications.

Internally :

- To work with other relevant officers to facilitate effective interdepartmental communications, and ensure effective two-way communications between managers and other staff and between staff and elected Members;
- To manage the Council's spend on information and publicity (in excess of £100,000 per annum) effectively.

**Specific duties of post:**

External Communication :

1. To identify information which the Council should be providing to the public and to external communications media;
2. To actively promote effective external communications and to advise Members, partner organisations, and other staff on effective communication of the Council's work and objectives;
3. To develop a three-year internal and external communications strategy, taking account of stakeholder inputs, including views held by local and national media, and undertake an annual review;
4. To be the first contact point for external communications media, and manager of relationships with them;
5. To develop effective relationships with the local news media, meeting them regularly to discuss relationships and matters of mutual interest;
6. To manage the corporate style and presentation of the Council's information sources including its Website;

7. To be the co-ordinator and editor of the Council's press releases;
8. To liaise regularly with external communications champions in each department to identify news stories and to ensure a uniform approach to publications, etc.

Internal Communications :

9. Pro-actively to guide and assist in effectively communicating corporate objectives and messages internally;
10. To liaise regularly with internal communications champions in each department to review the effectiveness of cross-departmental and two-way communication between management and staff.

Emergency and Crisis Planning :

11. To review and keep up to date the Council's Media Incident Plan;
12. To co-ordinate the Council's response to the news media in an emergency or critical incident. This may involve working unsocial hours.

General :

13. To advise and assist in developing methods for effective feedback in both external and internal communications;
14. To manage effectively budgets committed to the postholder;
15. To keep abreast of current developments and best practice and, as other duties permit, to attend meetings of the Surrey Public Relations Officers' Group;
16. To keep abreast of relevant development in information and communications technology, making use of it where appropriate, and to assist the Council's implementation of the e-government agenda;
17. To keep abreast of new organisational methods and working practices, implementing them where agreed and appropriate;
18. To undertake activities incidental to the above and any other duties the Council requires which are commensurate with the experience and qualifications of the postholder.