



Ipswich Borough Council  
Job Description: M81

## **Communications and Press Officer**

### **Main Purpose of Job**

To develop and implement internal and external communications including press and media relations to ensure high levels of employee and resident engagement, and that the Council has a positive reputation locally and regionally.

### **Main Duties**

1. To develop and manage the Council's digital and paper based external communications including, but not limited to, The Angle, Ipswich Direct, the corporate website and social channels.
2. To develop and manage the Council's digital and paper based internal communications including, but not limited to, the Intranet and Staff News.
3. To develop and manage the Council's photo and media library.
4. To design and analyse internal and external surveys and other digital consultations.
5. To liaise with national, regional and local press and media on both a proactive and reactive basis, liaising with other services, and designing and delivering media campaigns as necessary.
6. To conduct research on good practice in relation to internal and external communications in local government and beyond and embed such good practice in the Council's approach.
7. To liaise with other parts of the Council as necessary to ensure that the council's website is up to date and easy to use.

8. To manage communications related projects to a high standard, delivering on budget and on time.
9. To produce written reports/correspondence, prepare statistics, financial/budgetary information and maintain accurate records as required.
10. Such variations as may be required from time to time without changing the general character of the duties shown above or the level of responsibility entailed.



Ipswich Borough Council  
Person Specification

**IPSWICH**  
BOROUGH COUNCIL

**Communications and Press Officer**

<b>ATTRIBUTES</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>METHOD OF ASSESSMENT</b>
<b>Qualifications</b>	<p>HND/HNC or an NVQ Level 5 and 3 years qualitative experience of technical and organisational knowledge in own specific field.</p> <p>Evidence of continuing professional development.</p>	<p>Journalism qualification</p>	<p>Application form / interview</p>
<b>Relevant experience</b>	<p>Experience of working in a press / communications environment.</p> <p>Working knowledge of social media applications e.g. Facebook, Twitter, Instagram, YouTube, LinkedIn.</p> <p>Proven experience of maintaining accurate electronic records and giving attention to detail.</p> <p>Proven experience of and ability to work to deadlines.</p> <p>Demonstrable experience of producing user friendly procedures, processes and guidance.</p> <p>Knowledge of MS word/excel/outlook at intermediate level e.g. to compile emails, reports and spread sheets.</p> <p>Experience of proof reading / sub-editing text to ensure it is clear and uses correct grammar and punctuation.</p>	<p>Experience of producing a high standard of digital photography</p> <p>Demonstrable experience of researching/ identifying alternative options for online/digital delivery</p> <p>Experience of website management in a complex organisation</p> <p>Experience of working as a print or broadcast journalist</p> <p>Experience of emergency / major incident communications / press liaison</p>	<p>Application form / interview</p>

<p><b>Specialist knowledge</b></p>	<p>Ability to use a range of IT and web based systems including different software applications.</p> <p>Excellent understanding of the English Language including grammar and punctuation.</p>	<p>Previous experience in use of project management systems.</p> <p>Knowledge of organisation structures.</p> <p>Ability to develop and coordinate publicity initiatives</p>	<p>Application form / interview</p>
<p><b>Personal Skills</b></p>	<p>Excellent communication skills both written and verbal.</p> <p>Team worker, but able to use own initiative to prioritise and manage own workload and make decisions.</p> <p>Ability to be adaptable and work flexibly with colleagues in order to prioritise and deliver projects.</p> <p>Proven ability to use initiative and think creatively.</p> <p>Proven excellent organisational skills.</p> <p>Ability and willingness to learn new skills.</p> <p>Understanding own capabilities within the job role and knowing when to refer queries to senior colleagues.</p> <p>Ability to work well, under pressure and an ability to set realistic personal deadlines.</p> <p>Ability to work collaboratively building trust and confidence.</p>	<p>Ability to build credibility with a range of stakeholders</p> <p>Ability to adapt quickly to changing circumstances</p>	
<p><b>Special working conditions</b></p>	<p>Required to be flexible with working hours around deadlines and press / media enquiries.</p> <p>Ability to work in a very busy/pressurised ever changing environment.</p>	<p>Ability to attend locations to create digital photography and video</p>	<p>Application form / interview</p>

## **Career Grade Structure**

The criteria set out below are cumulative.

### **Grade 7**

- Ability to handle straightforward media enquiries and write / issue simple press releases / statements
- Ability to co-ordinate the Council's website updates, social media posts etc

### **Grade 8**

- Ability to compile responses to complex media enquires and issue complex press releases / statements
- Ability to advise senior managers and councillors on external communications issues including press and media enquiries
- Ability to design effective communications campaigns using a variety of channels

### **Grade 9**

- Ability to handle complex and sensitive media enquiries with confidence and credibility
- Ability to develop communications strategies and approaches to the Council's complex issues
- Ensures the Council's internal and external communications are in line with good practice