



Ipswich Borough Council
Job Description:

Press and Communications Officer

Main Purpose of Job

We are seeking a highly skilled and proactive Press and Communications Officer to join our communications team. The successful candidate will be responsible for developing and implementing internal and external communications

This is a hugely rewarding area of work and we're looking for an individual that can work with press partners, write compelling press releases, promote local events, shows, festivals and much more, whilst also developing highly engaging communications for our residents and staff.

Main Duties

- Proactively work with internal teams to generate compelling and informative press releases, to ensure high levels of audience engagement.
- 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.
- Act as a brand and reputation guardian for the Council.
- Attend events to create communications material, include social media content.
- Oversee the councils social media channels to ensure two way communications, and content is regular and appropriate for each digital channel.
- Develop and manage the Council's digital and paper-based external communications including, but not limited to Ipswich Direct, the corporate website, social channels, the Council's Intranet and Staff News
- Develop and manage the Council's image and media library
- Design and analyse internal and external surveys and other digital consultations
- Research good practices concerning internal and external communications in local government and beyond and embed such good practices in the Council's approach.

- Liaise with other parts of the Council as necessary to ensure that the council's website is up to date and easy to use
- Manage communications related projects to a high standard, delivering on budget and on time.
- Demonstrate 2-3 years' experience in a similar role

This job description is a guide to the requirements of the role and may be varied at any time without changing the substantive nature of the role.



Ipswich Borough Council
Person Specification

IPSWICH Press and Communications Officer

BOROUGH COUNCIL

ATTRIBUTES	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
Qualifications	<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>	Journalism qualification	Application form / interview
Relevant experience	<p>Minimum of 5 years' experience of working in a press / communications environment, preferably in a corporate or governmental setting.</p> <p>Working knowledge of digital applications e.g. social media platforms, Sprout Social, Drupal.</p> <p>Proven track record in developing and executing strategic communication and media campaigns.</p> <p>Exceptional writing, editing, and verbal communication skills.</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</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>	Application form / interview

	clear and uses correct grammar and punctuation.		
Specialist knowledge	<p>Experience managing crisis communications and handling sensitive information.</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>	Application form / /interview
Personal Skills	<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 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>	

Special working conditions	Required to be flexible with working hours around deadlines and press / media enquiries. Ability to work in a very busy/pressurised ever changing environment.	Ability to attend locations to create digital photography and video.	Application form / interview
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