

Strategic Communications Executive – Grade 8

Scope of the work

The communications executive will need to apply judgment and analysis to identify solutions to a variety of communications and marketing situations to assist in delivering messages to relevant audiences. The role will provide professional communications advice and be responsible for assisting in the development and management of communication channels across the organization. The strategic communications executive will also involve working with more senior members of staff and as the lead contact on specific projects. They will be responsible for helping to pull teams together to complete a project and will act as the communications representative on various matrix groups that are brought together across the service area they are supporting. They will co-ordinate communications projects considering the most appropriate channels for the message, and will deal with tight deadlines.

Accountabilities/Responsibilities

- Assist in managing the reputation of the council through managing and generating proactive communications across a range of channels including but not limited to; online and social media, media relations, internal communications, advertising, printed materials and events.
- Project manage and deliver complex communications campaigns projects to meet service requirements and to ensure the best outcomes for the council.
- Work with others to develop communications in line with the Lancashire County Council brand ensuring messages and processes are straightforward, communications have a call to action, and emphasising the quality services we offer to customers.
- Work with senior managers to use problem-solving skills and judgement whilst liaising with senior officers in order to prepare internal communications on behalf of the council, which could be on complex and/or contentious issues.
- Manage and support internal and external communications channels, including writing content for use across a variety of channels; support and manage the organization and running of events; coordinate the production of a wide range of promotional materials.
- Assist with arranging and conducting employee research, to continually improve service.
- Manage day-to-day employee enquiries to the internal communications team and provide information, advice and guidance to customers – by interpreting established procedures, using technical experience, and by applying design and production best practice within the field.
- Select appropriate procedures to independently carry out complex technical communications tasks of a higher risk nature to produce the required technical output.
- To offer communication solutions and advise on operational problems and processes.
- Provide on the job training, mentoring, briefing and guidance to colleagues to ensure they are able to develop the necessary skills to deliver in their role.
- Collate and analyse technical data from a variety of sources and interpret findings and share with more senior colleagues. May include producing ad hoc reports or project work.
- Suggest improvements to current working methods to contribute to improvements in communications and wider communications service delivery.
- Represent the communications service at relevant key meetings with services.

- Any other reasonable duties commensurate with the role

Skills, Knowledge and Experience

- Detailed knowledge of communications and the practical application of specialised communications processes/procedures relevant to the role, typically gained through extensive practical experience.
- Relevant vocational qualification or technical training. May be working towards a professional qualification or be of graduate entry level.
- Communicate effectively with a wide range of audiences to achieve results.
- Organisation and project management skills
- Negotiation, diplomatic and influencing skills
- Excellent writing skills – including editing, copy writing and proofing
- Analytical skills
- Ability to clearly explain technical communications issues to non-technical users
- Experience of working independently with relevant specialised systems, equipment and/or IT software.
- Understanding of working within in a political environment
- Experience of utilising a variety of channels as part of project delivery
- Be team oriented, with a 'can do' and 'hands on' approach to helping out the wider communications team

Other

- The 24-hour nature of communications may require working outside office hours in emergency situations either virtually or at an office location. Given the unknown nature of an emergency situation and subsequent inability to plan, it is accepted that colleagues may have location issues or caring responsibilities that mean they would be unable to support at short notice. If colleagues are able to support an emergency situation out of hours, this will be recompensed with time off in lieu unless the colleague already receives an enhanced payment as part of the out of hours cover rota.