



Job description			
Job title	Senior Communications Officer		
Grade	K		
Directorate	Chief Executive		
Service/team	Communications		
Accountable to	Principal Communications Manager		
Responsible for	N/A		
JE Reference		Date Reviewed	Aug 2025

Purpose of the Job

Provide communications advice and expertise to maximise flow, reach and impact of Council communications.

Duties and Responsibilities

- Provide strategic & operational advice to officers, members and where relevant partners, on a wide range of communications projects across all areas of the council.
- Responsible for producing high quality copy (including media responses and statements) to maximise positive coverage of Knowsley, the council and its work – both internally and externally.
- Create engaging and accessible content to enhance the impact and engagement of Council communications.
- Work closely with the Design colleagues to develop and deliver creative quality solutions to communicate messages and information with key stakeholders.
- Where appropriate, commission and project manage the production of engaging film and visual content covering a broad range of Council work and key projects.
- Oversee and plan specific communications projects providing creative, flexible and targeted communications support and guidance.



- Build strong relationships with officers, elected members, partners and the media to maximise the flow of positive information shared with key stakeholders.
- Provide guidance and advice to colleagues on all aspects of communications and marketing.
- Research, collate and analyse data and communications trends to help inform communications delivery, reflecting best practice and embracing new innovation.
- Support the ongoing monitoring and evaluation of all Council communications.
- Act as part of a media on-call team providing out of hours response on behalf of the Service / the Council.
- Represent the Communications Service at meetings and events.

Knowsley Better Together – Staff Qualities



Health and Safety

- To use equipment as instructed and trained.
- To inform management of any health and safety issues which could place individuals at risk.

Data Protection and Information Security



- Implement and act in accordance with the Information Security Acceptable Use Policy, Data Protection Policy and GDPR.
- Protect the Council's information assets from unauthorised access, disclosure, modification, destruction or interference.
- Report actual or potential security incidents.