



Job Description

This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job, or the level of responsibility entailed.

Post Details	
Job Title	Public Health Communications Officer
Service	Customer and Change
Team	Communications, Engagement and Marketing (CEM)
Location	Hybrid (role will require regular office attendance and in-person meetings)
Reports to	Communication, Engagement and Marketing Business Partner
Worker Style	Hybrid - Remote working with regular attendance at Council offices
Responsible for	N/A
Grade	G6
Contract Type	Permanent, Part-time

Main Accountabilities	
1.	To lead on a number of strategic public health communications campaigns that will raise awareness of issues and/or encourage healthy behaviours and decisions
2.	To produce communications material for public health campaigns including social media content, newsletters, media releases, printed material copy and media responses
3.	Advise the Public Health team on effective communications including email newsletters, organic and paid social media, press and more
4.	Support evaluation of impact of public health communications campaigns
5.	To develop, in partnership with the Public Health team, a forward plan of communications to support corporate priorities
6.	To support delivery of public health consultation and engagement projects
7.	To support WBC's response to major incidents
8.	Respond to ad hoc and planned communication and media requirements





Person Specification	Essential	Desirable
Education/Qualifications		- Degree level or equivalent professional qualification. Evidence of continued professional development - or commitment to informal learning and improvement
Experience	Experience in communications, engagement and marketing.	Understanding local government or experience working for public sector body
Skills/Knowledge	Excellent writer in a range of styles such as web, social media, newsletters and press releases.	- Excellent social media content creation. - Proficient in social media data analysis. - Proven ability to design and delivery strategic communications campaigns on a range of channels with quantifiable results.

Purpose Details	
Service Purpose	The Communications, Engagement and Marketing team helps the council communicate with the right people, in the right way, at the right time. We provide expert advice and deliver integrated communications, engagement and consultation activity that supports council priorities, keeps residents and staff informed, protects and enhances the council's reputation, and enables meaningful engagement with communities and stakeholders. We also provide strategic media and communications support to councillors, senior leaders and council services, including proactive and reactive communications.
Role Purpose	The role is responsible for designing and delivering multi-channel communications campaigns that support public health priorities and keep residents informed about public health activities and decisions. It provides expert communications advice and guidance to the Public Health team, helping to ensure clear, accurate and engaging communications, while supporting media enquiries and crisis communications when they relate to public health.
Corporate Parenting	You will champion the principles of corporate parenting by embedding its ethos in all aspects of service delivery, ensuring decisions and actions consistently reflect the responsibility to act as a corporate parent to children in care and care leavers, and actively contribute to shaping and implementing the wider corporate parenting strategy.

Supervision and Relationships	
Supervision Received	Role reports to CEM business partner who will provide strategic direction, guidance and oversight of major projects. The role will work closely with the public health team.





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Supervision Given	N/A
Contacts	Role will involve working closely with the director of public health and public health consultants as well as service managers and teams across the council. They will also work with executive members and will form strong and productive partnerships with community representatives in the voluntary and community sector.

Resources/Budget Management
No direct budget responsibility.

Special Requirements
Role will require political acumen as it will deal with sensitive issues affecting the reputation of the council.

Occupational Health Risk Assessment	Details
Skin/Respiratory Sensitisers	N
Working at Height	N
Exposure to Noise (>80-85dB)	N
Confined Spaces	N
Frequent Display Screen Equipment Use	Y





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Driving for Work	N
Hand Arm Vibration	N
Lone Working	Y
Healthcare/Social Contact with Patients	N
Blood Borne Viruses Exposure	N
Food Handling	N
Working with Animals	N
Specialised Medical Screening	N
Night Working	N
Safety Critical Work	N

Nature of the Role	Details
Healthcare or Hospital Work	N
Working with Children (under 18)	N
Working with Elderly/Vulnerable Adults	N
Work Environment Details	Hybrid (WFH/Shute End Council Offices)

Role Involvement	Details
Working with Children	N
Working with Vulnerable Adults	N
Both of the Above	N
Providing Care/Supervision for Children	N
Providing Care/Supervision for Vulnerable Adults	N
Both of the Above	N
None of the Above	Y

Disclosure and Barring Service (DBS)	Details
DBS Requirement	N/A





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Eligibility Tool	
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Re-checks	
N/A	

Evaluation Declaration	
Date of Evaluation:	July 2026
Evaluated by:	HR Team

