LISBURN & CASTLEREAGH CITY COUNCIL

JOB DESCRIPTION

Job Reference: JF3958

JOB TITLE:	Communications Assistant
DEPARTMENT:	Finance & Corporate Services
UNIT:	Governance & Communications
SCALE:	Scale 5, points 14-19
RESPONSIBLE TO:	Corporate Communications Manager
DURATION:	Permanent
LOCATION:	Lagan Valley Island
HOURS OF WORK:	37 Hours per Week

KEY PURPOSE OF THE JOB:

The Communications Assistant will work within the Corporate Communications team, and the purpose of the role is to support members of that team in all aspects of their work whilst providing administrative support to ensure the effective operation of the service. The postholder will assist with the delivery of communications activity across a range of channels including media relations, digital communications, website content and social media.

The role will support the co-ordination of photography, content development, procurement and financial administration requirements associated with the delivery of the Council's communications activities.

The postholder will be responsible to the Corporate Communications Manager.

The Communications Assistant will also be required to carry out evening and weekend work in line with the job requirements.

KEY RESPONSIBILITIES:

The services falling within the responsibility of this post are as follows:

1. Contributing to the development of written materials within Corporate Communications including assisting in the preparation and writing of news releases, media responses, statements, website content, internal communications and other corporate publications.

2. Assisting Corporate Communications Officers with content gathering, proofreading, editing and publishing communications materials across a range of channels.

3. Managing photography requests and bookings, liaising with internal clients and external photographers to ensure the effective delivery of photography requirements.

4. Assisting Corporate Communications Officers with the development of photography briefs, captions and supporting information and participating in the attendance and management of photocalls with external photographers.

5. Using Corporate Communications photographic equipment to capture images and video content for internal communications, website content and social media platforms as directed by colleagues.

6. Maintaining and developing the Corporate Communications image library and ensuring records are maintained appropriately.

7. Taking direction from Corporate Communications and Council colleagues and publishing approved content, stories and articles on the Council website and other digital platforms.

8. Assisting in the development and delivery of presentations, campaigns, events and promotional activity as required.

9. Processing purchase orders, invoices and associated financial administration in accordance with Council procedures.

10. Maintaining communications databases , media contact records and distribution lists in line with GDPR requirements.

11. Providing administrative support to the Corporate Communications Team including the organisation of meetings, maintenance of records and co-ordination of routine service requirements.

12. Assisting with media monitoring, evaluation reporting and the compilation of communications performance information.

13. Assisting in the development, scheduling and publishing of social media content and supporting the monitoring of social media activity.

14. Undertaking general communications and administrative duties as required.

15. Any other duties relevant to the grade of the post, as directed by the Corporate Communications Manager.

16. Ensure all Health & Safety legislation, published relevant guidelines and Council Health & Safety policies and procedures are complied with.

17. Ensure compliance with Council policies and procedures and operate within the highest standards on management and personal behaviour, which reflect the core values and behaviours of the organisation.

18. Ensure the provision of high standards of customer care across all the services provided by the Unit and promote and manage the service effectively and communicate in a way, which embraces and promotes the public image and overall reputation of the Council.

19. The post holder will be required to work flexibly, including occasional duties outside normal working hours.

Note:

The postholder should be aware that the responsibilities and functional areas of the post may be subject to change as a result of organisational change. The Council therefore reserves the right to change the duties of the post by adding to or amending the range of functional responsibilities. The post holder will be required to be flexible and adaptable to meet the changing needs and requirements of the organisation.

Person Specification – Communications Assistant

	Essential Criteria	**Method of Assessment**
Qualifications and Experience	It is **essential** that applicants have a minimum of: 1.1 Two A-Levels grades A-C, NVQ Level 2 or equivalent in a relevant subject e.g. communications, marketing or business. 1.2 A minimum of two years' experience working in a communications / marketing environment. Where applicants do not hold the qualifications as outlined in 1.1 above, they must demonstrate a minimum of **four** years' experience as outlined in 1.2 above.	Application Form / Interview / Pre-employment checks
Knowledge	1.3 Working knowledge and understanding of social media and content management systems. 1.4 Good current affairs' knowledge and an understanding of media landscape in Northern Ireland.	Interview
	Desirable Criteria	Method of Assessment
Experience	**Desirable** 1.5 Experience in digital communications / marketing. 1.6 An understanding of local government and how council operates.	Application Form / Interview

BEHAVOURAL COMPETENCIES – REFER TO ATTACHED GUIDE 'COMPETENCY FRAMEWORK FOR LOCAL GOVERNMENT'

The following behavioural competencies have been designated as essential behaviours that should be demonstrated in order to successfully perform this role. These behaviours will be assessed during the selection process. Applicants should refer to the attached competency guide.

Factor	Criteria	Essential	Desirable	Assessment Method
Behavioural Competencies	**2.1 Managing our own work** Plans, structures and prioritises own work to achieve optimum results	Yes		Application / Interview
	2.2 – Developing our Own Capability Looks for opportunities to learn and develop in order to deliver and add value to their own role.	Yes		Application / Interview
	3.1 Collaborating in a Political Environment: Develops and manages effective networks by establishing common ground	Yes		Application / Interview
	4.3 – Achieving Results Takes personal responsibility for making things happen. Shows motivation and perseverance in overcoming obstacles and achieving results	Yes		Application / Interview
	4.4 Continuously Improving Services: Seeks to continually improve the services and processes that impact on users	Yes		Application / Interview