

Position	Senior Communications, PR and Marketing Officer	
Contribution to Council Strategy	<p>Marketing, communications and Public Relations is a core function of the work of the Coastal Partners. The purpose of this role is to proactively promote the coastal management service across the partnership in relation to Flood and Coastal Erosion Risk Management (FCERM) and communicate and engage with its partners communities and stakeholders.</p> <p>The Senior Communications PR and Marketing Officer will play a major role in achieving this by developing and implementing marketing campaigns using a range of communications channels, ensuring that they are aligned with the developing communications strategy and action plan while protecting and enhancing the reputation of the Coastal Partners at all times.</p>	
Grade H	Regeneration and Place	October 2020
Your role delivers:	<ul style="list-style-type: none"> • Produce communication and marketing campaign plans for projects in line with the Coastal Partners Business Strategy. • Produce bespoke, high quality, targeted and engaging materials for different target audiences and communications channels including the, website, press releases, social media and publications. To take photographs and videos when required and to publish these through the most appropriate channels. • To be the Coastal Partners principal point of contact with the media, and to manage the council's media relations, offering advice and support to both officers and partners. • Build constructive relationships with the local media by effectively handling proactive and reactive media matters including sensitive ones. Ensuring that the media contacts database is kept up to date at all times. 	
You have these essential criteria for the role:	<ul style="list-style-type: none"> • Degree level professional qualification in Media, Graphic Design, Marketing or other appropriate qualifications with relevant level of experience. 	

	<ul style="list-style-type: none"> • Training in community engagement planning and implementation or extensive relevant work experience. • Strong communication skills. • Excellent customer service skills. • Strong creative skills with the ability to think creatively and develop creative skills • Able to work as a team member and lead others showing appropriate initiative commensurate to the role. • Able to work to deadlines against other competing priorities. • Able to analyse and interpret information and translate into letters and reports to include planning, competitor analysis, target marketing, segmenting and customer relationship management. • Able to successfully apply different methods and techniques for communicating and engaging with people both internally and externally • Full knowledge and experience of all aspects of Marketing. • Strong experience of developing and implementing communication and engagement plans • Experience of line management and organisation/ planning of team and workloads • Experience of utilising social media proactively and responsively in the daily management of projects • Experience of designing creative materials for use in community engagement, e.g. posters, leaflets, info graphics • Enthusiastic and receptive to new ideas. • Willing to travel and work outside normal working hours when attending public engagement events or meetings. • Talent for Graphics, branding and design. • Mac Operator, fluent in Adobe Creative Cloud/Suite, Microsoft Office, Final Cut Pro and Quark (or similar relevant software).
You may also have these desirable criteria for the role:	<ul style="list-style-type: none"> • Membership of a relevant Professional Association

	<ul style="list-style-type: none"> • Good knowledge of community engagement and its relevance in flood and coastal erosion risk management projects.
Your role manages:	<ul style="list-style-type: none"> • Responsible for monitoring and assessing media coverage, including social media activity, in terms of accuracy and impact on the Coastal Partners reputation. • To monitor, manage and aid organisations requesting to film, ensuring the correct licenses, insurances and permissions are gained, whilst promoting and protecting the reputation of the partners at all times. • To manage the Assistant communications officers and ensure they have an up to date work programme and all development needs are met and performance is managed effectively.
Your role impacts:	<ul style="list-style-type: none"> • Using experience and professional knowledge of communications PR and marketing and understanding of latest trends to advise and guide internal customers including senior managers and councillors to deliver communications, PR campaigns and projects and to promote the Coastal Partners
Your role connects you with:	<ul style="list-style-type: none"> • Work with internal and external customers and communities to plan, review, write edit and publish pages for the Coastal Partners website in line with marketing campaign plans, business plans and Communications Strategy.
Success in the role means:	<ul style="list-style-type: none"> • Apply best practice to ensure Coastal Partners Communications are inclusive and accessible. • Ensure that communications are compliant with legislation including to the Disability Discriminations Act, Data Protection Act and Recommended Code of Practice for Local Authority Publicity, copyright, Local Government Accessibility Guidelines and other legislations as may be appropriate.
Your role regularly includes:	<ul style="list-style-type: none"> • To monitor, proactively update and respond where appropriate to social media activity on corporate accounts. To be alert to developments and innovations in social media, ensuring

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	<p>the Partnership can seize early opportunities to engage more effectively with our customers and communities.</p> <ul style="list-style-type: none"> • To take an editorial overview of the research and writing copy for the Partnerships Newsletter and other publications. • Source content and manage production for Partnerships publications, including, working with external suppliers, such as designers, printers and distribution companies, whilst advising colleagues on brand guidelines and quality standards to ensure an effective communications product is delivered to deadline.
Your key inputs into the role are:	<ul style="list-style-type: none"> • Manage media enquiries to meet deadlines, liaise in a timely and effective fashion with senior managers, partners and councillors to draft, secure sign-off and publish press releases and statements for all channels. Setting up interviews, photo calls, press briefings and launches where relevant. Plan and deliver the best ways of promoting the Coastal Partners services and brand including taking responsibility for developing and executing specific communication, engagement & marketing campaigns including supporting the business development manager and contributing to support with managing the marketing budget. • Create marketing campaigns working with the communications and marketing team monitor the effectiveness of campaigns and make recommendations for improvements to reach target audiences. • To source, edit and produce proactive timely internal communications to staff and councillors promoting internal messages and campaigns.
Your role occasionally includes:	<ul style="list-style-type: none"> • Any other communication, marketing and PR projects/duties that can reasonably be expected of the post.
All members of staff are required to:	<ul style="list-style-type: none"> • Comply with all statutory requirements and regulations, and policies and procedures of the Council within the remit of the post

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	<ul style="list-style-type: none"> • Be responsible for making themselves familiar with the council's Safeguarding Policy and raising any concerns that they have with their line manager, Safeguarding Lead and the relevant external agencies • Be responsible for making themselves familiar with the Council's health and safety policy and fulfilling any duties, responsibilities or tasks relevant to the post • Contribute to Risk Management, including Financial Management practices within the remit of the post • Comply fully with the Data Protection Act 2018 • To actively participate in both corporate and post specific learning and development activities and to continually develop skills and abilities within the role • To contribute to a work environment in which everyone is treated with dignity, respect, courtesy and fairness and where all employee behaviour is in line with the Council's values
Other role requirements:	
DBS Check	Not a requirement of the role
Travel	Full UK Driving Licence required for this role - Essential User Rate
Politically Restricted Post	This post is not politically restricted under the Local Government and Housing Act 1989 and the Local Government Officers (Political Restrictions) Regulations 1990
Statutory Post	This post is not a statutory post under the Local Government and Housing Act 1989 and Local Government Act 1972