



Coventry City Council

Job Description

Job Title:	Communications Assistant (Very Light Rail & Transport Innovation)	Job Number:
Division	Communications Team	Post Number: 1036786
Location:	Council House/Friargate	Grade: 5

Our values:

We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation.

Job Purpose:

To support members of the Communications Team and Place Directorate in delivering communications for a range of projects being delivered by the Transport and Innovation team including the Air Quality Action Plan, Very Light Rail, Transport Innovation Showcase, and initiatives to support the decarbonisation of the transport network.

To provide communications across all forms of media to support a multi-million pound programme of work on these projects and associated programmes.

The post will work on projects designed to transform Coventry, attract investment and new development; and create a green, attractive and accessible city for everyone.

They will work with the Communications Team and the Council's Place Directorate to deliver a strategy to promote and deliver transport and innovation projects and wider Council communications and to raise the profile of innovation in transport.

They will liaise with partner organisations and engage communities in initiatives to improve the transport network across the city.

This post requires flexibility and the ability to work across all functions of the Communications Team.

Main Duties and Responsibilities:

1. To undertake key tasks which support the efficient delivery of initiatives and projects being delivered by the Transport and Innovation Team, notably the Local Air Quality Action Plan, the Very Light Rail programme, the Transport Innovation Showcase, and work on the development and implementation of the Transport Strategy review, including projects to promote electric vehicles and the decarbonisation of the transport network.
2. To support the Council's general communications objectives
3. Support the effective development, implementation and delivery of corporate campaigns and initiatives
4. To support corporate events and VIP visits to the city
5. Deal with media enquiries, write and distribute news releases, write for our social media channels, the website, intranet, leaflets, brochures and internal and external publications
6. Work with internal and external suppliers of services, e.g. design agencies, printers, local media, caterers etc. to help with the work of the Place Directorate and the Communications teams
7. To support and ensure the effectiveness of the Council's media relations service as required
8. To support income generation and sponsorship initiatives undertaken by the Council
9. To support the development of the Council's digital and social media work
10. To work under the direction of senior communications officers and the Head of Communications on specific communications projects and initiatives as required
11. To be personally accountable and responsible for carrying out the duties and responsibilities of the post with due regard to the City Council's Equal Opportunities Policy
12. All duties and responsibilities must be carried out with due regard to the City Council's Health and Safety Policy
13. Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Equal Opportunities Policy
14. Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

The post holder must comply with Coventry City Council's health and safety policy and in particular is required:-

- To take reasonable care for their own health and safety at work and of those who may be affected by their actions or by their omissions
- To cooperate with their line manager and senior management, to work safely, to comply with health and safety instructions and information and undertake appropriate health and safety training as required
- Not to intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare
- To report to their manager any health and safety concerns, hazardous condition or defect in the health and safety arrangements.

Any further Health and Safety responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars

The post holder must comply with the Interagency procedures of the Safeguarding Boards and Coventry City Council's policies for safeguarding children and safeguarding adults and in particular is required:-

- To ensure they are aware of the signs that may suggest a child or vulnerable adult is being abused or neglected
- To report to their manager, or other appropriate manager, any concerns they may have that suggest that a child or vulnerable adult may be being abused or neglected immediately

Any further Safeguarding Board responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars

Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Workforce Diversity and Inclusion Policy.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Responsible for:

Responsible to: Head of Communications

Date Reviewed: 2021

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Division/Section:	Communications Team	Post Number:	1036786
Location:	Council House	Grade:	5

Area	Description
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Knowledge:	<ul style="list-style-type: none">• Ability to deal with a wide range of people, including senior managers, councillors and the media• An understanding of and interest in marketing, communications, media relations and effective targeting of communications tools• A commitment to ensuring equality of opportunity in service delivery• A good understanding of first-class customer service• An understanding of politics
Skills:	<ul style="list-style-type: none">• Effective communicator, in writing, on the telephone and in person.• Demonstrates good organisational skills.• Tact and diplomacy in all interpersonal relationships with the public and colleagues• Creativity and flexibility• Self-confidence and willingness to deal with difficult situations• Sets own high standards of performance• Demonstrates good IT literacy with the ability to learn new software packages• Willingness to learn and develop new skills• Ability to recommend innovative solutions to problems to maximise the Council's communications objectives

Experience:	<ul style="list-style-type: none"> • Experience of developing and/or delivering marketing and communications plans and initiatives • Working and delivering to tight deadlines • Experience of using different communications channels to target a wide audience
Educational:	<ul style="list-style-type: none"> • Good general standard of education
Special Requirements:	<ul style="list-style-type: none"> • Some working outside of normal office hours may be required.

Date Reviewed: 2021

Updated: 2021