



Coventry City Council

## Job Description

<b>Post:</b>	Assistant Communications Officer - Migration Team	<b>Job Number:</b>	
<b>Service:</b>	Migration Team	<b>Post Number:</b>	1029467
<b>Location:</b>	Friargate	<b>Grade:</b>	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 work with members of the Migration and Communication teams to develop and implement the Migration Team and Council's communications strategy to promote a range of programmes and campaigns. This post will report to Programme Delivery Manager and will have professional accountability to the Communications Manager (Partnerships).

### Main Duties and Responsibilities:

1. To undertake a wide range of communications tasks, using your own initiative, to help the efficient delivery of Migration Team messages
2. Help develop Migration related campaigns and initiatives, delivering them effectively to deadline and within budget.
3. Use customer profiling data to develop bespoke communications approaches to target groups with focused and appropriate messages and supporting the evaluation of these approaches on outcomes.
4. To support the organisation of events for the Migration Team.
5. Oversee social media management across public health, produce news releases, write articles for internal and external publications – including electronic publications – and work with colleagues in the organisation of media briefings and events.
6. Work with councillors and officers at all levels of the organisation to promote Migration related policies, services, events and the image of Coventry, producing press releases, organising photo-opportunities, briefing councillors and senior officers where appropriate.
7. Liaise with local, regional and national media on specific public health and insight communications initiatives.

8. Work with internal and external suppliers of communications services, e.g. design agencies, printers, local media, etc to ensure that project needs are met, including obtaining quotations for specific items of work and monitoring costs, complying with the Council's procedures on procurement and ensuring value for money for the Council.
9. Support work to develop and maintain Migration related photographic and publications databases linking with corporate databases as appropriate.
10. To work under the direction of the Migration and Communications Management team on specific communications projects and initiatives as required.
11. To maintain, promote & develop service directories and contacts databases for Migration Team.
12. To support the delivery of new methods of engaging with local people using a range of techniques, including on-line and social media.
13. To support the Migration team to use effective tools to make information and data accessible, using tools such as infographics and other data visualisation techniques.
14. Any other duties and responsibilities within the range of the salary grade.

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:** N/A

**Responsible to:** Programme Delivery Manager (Migration)

**Date Reviewed:** 18/03/2021



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## Person Specification

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Area	Description
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<b>Knowledge:</b>	<ul style="list-style-type: none"><li>• Ability to deal with a wide range of people from Senior Local Authority Officers and Councillors to the Media.</li></ul>
	<ul style="list-style-type: none"><li>• Excellent understanding of first-class customer service.</li></ul>
	<ul style="list-style-type: none"><li>• Political awareness and understanding.</li></ul>
	<ul style="list-style-type: none"><li>• An understanding of how the media works and how to engage with communities through social media and other digital platforms</li></ul>
	<ul style="list-style-type: none"><li>• A commitment to ensuring equality of opportunity in service delivery.</li></ul>
	<ul style="list-style-type: none"><li>• Understanding of Public Health</li></ul>

<b>Skills and Abilities:</b>	<ul style="list-style-type: none"><li>• Effective communicator via social media, in writing, on the telephone and in person.</li></ul>
	<ul style="list-style-type: none"><li>• Educates others using innovative communications techniques.</li></ul>
	<ul style="list-style-type: none"><li>• Educates others using innovative communications techniques.</li></ul>
	<ul style="list-style-type: none"><li>• Tact and diplomacy in all interpersonal relationships with the public and colleagues.</li></ul>
	<ul style="list-style-type: none"><li>• Demonstrates creativity and flexibility in all aspects of communications.</li></ul>
	<ul style="list-style-type: none"><li>• Self-confident and the ability to deal with difficult situations.</li></ul>
	<ul style="list-style-type: none"><li>• Sets own high standards of performance.</li></ul>
	<ul style="list-style-type: none"><li>• Demonstrates good IT literacy with the ability to learn new software packages</li></ul>
	<ul style="list-style-type: none"><li>• Willingness to learn and develop new communications skills.</li></ul>
	<ul style="list-style-type: none"><li>• Ability to demonstrate negotiating skills.</li></ul>
	<ul style="list-style-type: none"><li>• Event Management Skills.</li></ul>
	<ul style="list-style-type: none"><li>• Ability to recommend innovative solutions to problems to maximise the Council's and Migration communications objectives.</li></ul>
	<ul style="list-style-type: none"><li>• Ability to present complex information in plain, understandable language in an effective manner to a variety of audiences.</li></ul>
	<ul style="list-style-type: none"><li>• Uses own initiative to take action to achieve goals over and above minimum requirements of the role.</li></ul>



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<b>Experience:</b>	<ul style="list-style-type: none"> <li>• Previous experience in marketing or promotional work to include developing campaigns and use of social media.</li> <li>•</li> </ul>
	<ul style="list-style-type: none"> <li>• Experience of targeting and reaching a wide audience by means of multi-media and differing channels.</li> <li>•</li> </ul>
	<ul style="list-style-type: none"> <li>• Partnership and agency working.</li> <li>•</li> </ul>
	<ul style="list-style-type: none"> <li>• Working and delivering to tight communications deadlines.</li> <li>•</li> </ul>
	<ul style="list-style-type: none"> <li>• Researching, monitoring and evaluating media and social media coverage.</li> <li>•</li> </ul>
	<ul style="list-style-type: none"> <li>• Experience of working with external suppliers e.g. design agencies.</li> <li>•</li> </ul>

<b>Educational:</b>	<ul style="list-style-type: none"> <li>• Good general standard of education.</li> </ul>
	<ul style="list-style-type: none"> <li>•</li> </ul>
	<ul style="list-style-type: none"> <li>•</li> </ul>

<b>Special Requirements:</b>	<ul style="list-style-type: none"> <li>• Some working outside of normal office hours may be required.</li> </ul> <p>This post is subject to political restriction.</p>
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**Date Reviewed: 18/03/2021**

**Updated: 18/03/2021**