

# Job Description and Person Specification

Role: Communications & Engagement Assistant



## Job Description

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| <b>Job Title</b>           | Communications & Engagement Assistant |
| <b>Grade</b>               | G5                                    |
| <b>Service</b>             | Communications Team                   |
| <b>Reports to</b>          | Communications Manager                |
| <b>Location</b>            | Friargate/Council House               |
| <b>Job Evaluation Code</b> | Y5414D                                |



## About Coventry City Council

**Who we are:** At Coventry City Council we are dedicated to making a positive difference to the services we deliver to the diverse citizens of Coventry. The work we do improves people's lives – from helping them into work to providing clean and green places to live, to keeping people safe and protected.

As a Coventry City Council employee, you have our ongoing commitment to your growth and development with opportunities to work across multiple service areas including customer contact, public health prevention and education and skills, adults and children's services and provide support for the most vulnerable.

**Our aim is simple** – to be globally connected, locally committed, deliver our priorities with fewer resources whilst effectively managing our performance and measuring our progress.

**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:



## About the Service your team will provide

### **Purpose of the role**

To support members of the Communications Team and Engagement Team in delivering communications and engagement to support a range of projects to address climate change, transport innovation as well as regeneration and public realm improvements in communities.

To provide communications and engagement across all forms of media and within communities to support the development and delivery of multi-million-pound programmes of work.

The post will work on projects designed to transform Coventry, creating a green, attractive and accessible city for everyone.

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

This post requires flexibility and the ability to work across all functions and with, and alongside, Council teams as well as local people.

## Main Duties & Key Accountabilities

### **Core Knowledge**

- To undertake key tasks which support the efficient delivery of initiatives and projects being delivered by the Transport and Infrastructure Team, including the Local Air Quality Action Plan, the Coventry Very Light Rail programme, active travel projects, and initiatives to support regeneration in communities.
- To support the Engagement and Communication Managers to deliver effective communication, engagement, and consultation with all stakeholders.
- To support the Council's general communications and engagement objectives
- To support the effective development, implementation and delivery of campaigns and initiatives and to identify and implement innovative approaches to consultation, engagement, and co-design.
- Interpret and present a range of consultation feedback information in a creative, interesting and stimulating way to engage services, partnership boards and key decision-makers and make information accessible to the public

- Write and distribute news releases, write for our social media channels, the website, intranet, leaflets, brochures and internal and external publications
- Work with internal and external suppliers of services e.g. design agencies, printers, local media, caterers, venues etc to set up engagement and consultation events
- To ensure that the Council communicates and engages effectively with all protected characteristics groups and has a good understanding of their needs.
- Act as a link between local people and other stakeholders and the project teams
- To support the development of the Council's digital and social media work
- To be personally accountable and responsible for carrying out the duties and responsibilities of the post with due regard for the City Council's Equal Opportunities Policy
- All duties and responsibilities must be carried out with due regard to the City Council's Health and Safety Policy
- Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Equal Opportunities Policy
- Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines
- Any other duties and responsibilities within the range of the salary grade.

## Key relationships

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| <b>External</b><br>Local and National Media<br>Local Authorities<br>Local Businesses<br>Universities<br>Schools/Community Groups<br>Politicians<br>Members of the Public<br>West Midlands Combined Authority and other public bodies | <b>Internal</b><br>All City Council Services & Departments<br>Cabinet Members<br>Councillors |
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## Standard information

Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies.

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

### **Smoke Free**

The City Council is Smoke - Free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

### **Training**

The postholder must attend any training that is identified as mandatory to their role.

## Responsible for:

**Staff managed by postholder: N/A**



## Person specification

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| <b>Job Evaluation Code</b>   | Y5414D |
| <b>Knowledge</b>   |        |
| Ability to deal with a wide range of people, including senior managers, councillors, media, partners and community groups                        |        |
| An understanding of, and interest in, communications, engagement, media relations, effective targeting of communications and engagement tools    |        |
| A commitment to ensuring equality of opportunity in service delivery   |        |
| A good understanding of first-class customer service   |        |
| An understanding of politics and methods to effectively engage and interest communities – especially those without a voice / disenfranchised etc |        |
|  |        |
| <b>Skills and Abilities</b>  |        |
| 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 and engagement objectives                         |        |
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| <b>Experience</b>  |        |
| Experience of developing and/or delivering communications and engagement plans and initiatives   |        |
| Working and delivering to tight deadlines  |        |

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| Experience of using different communications channels to target a wide audience         |
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| <b>Qualifications</b>   |
| Good general standard of education  |
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| <b>Special Requirements</b> Some working outside of normal office hours may be required |

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| <b>Date Created</b> | 2023 | <b>Date Reviewed</b> | 2023 |
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