

# Job Description



## 1 Job details

<b>Job title:</b>	<b>Communications Officer</b> (One-year fixed-term)
<b>Team:</b>	Communications
<b>Post number:</b>	P02033
<b>Hours per week:</b>	37
<b>Grade:</b>	Band 6
<b>Base:</b>	Lymington Town Hall
<b>Accountable to:</b>	Communications Manager
<b>Responsible for:</b>	n/a
<b>Budget Responsible Officer (BRO):</b>	No
<b>Car user:</b>	Casual
<b>Politically restricted:</b>	No
<b>Does this post involve working with children and/or vulnerable people?</b>	No
<b>Membership of professional body required:</b>	No
<b>Key liaisons:</b>	New Forest National Park Authority (NPA) staff, NPA members, partner organisations, media, general public.

## 2 Role summary

- 2.1 To promote the full range of the NPA's work to the public.
- 2.2 To operate as a marketing communications advisor to the NPA.

## 3 Main duties and responsibilities

- 3.1 Provide marketing communications advice to members, officers and, where relevant, to partner organisations on joint projects.
- 3.2 Pro-actively source, research, write and gain approval for editorial content – written, visual and audiovisual.
- 3.3 Disseminate content via a range of channels including the media, publications, website, social media, e-newsletters, handheld devices and intranet.
- 3.4 Research and give responses to media enquiries, acting as the NPA's first point of contact for journalists on specific projects.
- 3.5 Source and work with contractors and suppliers, under the supervision of the line manager, of photography, print, design, web and PR services as required.
- 3.6 Monitor and evaluate the effectiveness of communications work by providing reports on media coverage.
- 3.7 Organise press/VIP/public engagement and other events as required.

- 3.8 Internal communications: devise and disseminate timely internal communications to NPA staff and members, working across departments to engage and inform staff.
- 3.9 Carry out distribution of National Park publications as required, by post, electronically, through contractors and other methods.
- 3.10 Any other duties that may be required to fulfil the communications function of the NPA.

#### **4 Problem solving**

- 4.1 Proactively seek news angles in the work of the NPA and present them in an engaging way to external and internal audiences, using initiative and creativity.
- 4.2 Assist staff, members and, when relevant, partner organisations with how to tackle media/communications matters.
- 4.3 A commitment to the highest standards of customer care and appropriate prioritisation of work.
- 4.4 The post holder will be required to keep up to date with new procedures and practices within their area of expertise.

#### **5 Decision making**

- 5.1 Line Manager sets targets and objectives.
- 5.2 Make regular judgements about the sensitivity of and appropriate response to press enquiries, to best enhance the NPA's reputation.
- 5.3 The postholder will be required to take day to day decisions. For example, making a judgement on how best to promote activities such as projects/events/consultation exercises, to respond to criticism in the media, or engage with stakeholders. This could impact on the success of the activity and the NPA's reputation. In the line manager's absence, other decisions outside of the post holder's own knowledge area should be referred to other managers.
- 5.4 The post holder will be required to act on his/her own initiative.

#### **6 Operational responsibility**

- 6.1 This post will not be directly responsible for the management of staff.
- 6.2 As part of the Communications Team, the post holder will have joint responsibility for day-to-day relations with the media.
- 6.3 There will be access to some sensitive and confidential information.
- 6.4 The post holder will stand in for the Communications Manager in his/her absence on communications matters within their remit (e.g. attend meetings).

#### **7 Communication**

- 7.1 Regular contact with the media at local, regional and national levels. The post holder will be required to provide information clarifying and justifying policy and decisions affecting the National Park.
- 7.2 Excellent communication skills both oral and written are required as is political awareness. Direct communication with community groups, partners, the media and members will be required.
- 7.3 Extensive and regular contacts within the NPA involving exchanges of information and the provision of advice.

- 7.4 Negotiation skills required when dealing with a wide range of external contacts on a regular basis.

## **8 Working conditions**

- 8.1 The majority of the work is office-based, though there will be occasional travel for meetings or events and work outside normal office hours will be required on occasions.
- 8.2 The position may involve personal contact with people with differing views to the NPA's policies, plans and objectives.

## **9 General**

- 9.1 The post holder must at all times carry out his/her responsibilities with due regard to NPA policy and procedures.
- 9.2 All staff have a responsibility to participate in the NPA's Appraisal Scheme and to contribute to their own development, and the development of any staff they appraise or are responsible for.

## **10 Confidentiality**

- 10.1 In the course of your employment you will have access to confidential information relating to NPA business. You are required to exercise due consideration in the way you use such information and should not act in any way prejudicial to the NPA's interests. Information which may be included in the category which requires extra consideration covers both access to and the general business of the NPA and information regarding individuals. If you are in any doubt regarding the use of information in the pursuit of your duties you should seek advice from your manager before communicating such information to any third party.

## **11 Health and safety**

- 11.1 Employees must be aware of the responsibility placed on them under the Health and Safety at Work Act (1974) to maintain a healthy and safe working environment for both staff and visitors. Employees also have a duty to observe obligation under the NPA and departmental Health and Safety policies, and to maintain awareness of safe practices and risk assessment.

## **12 Financial regulations**

- 12.1 All staff are responsible for security of the property of the NPA, avoiding loss or damage of property, and being economical and efficient in the use of resources. Staff should conform with the requirements of the NPA's financial procedures.

## **13 Job description agreement**

- 13.1 The above Job Description is not intended to be exhaustive, the duties and responsibilities may therefore vary over time according to the changing needs of the service.

**Job holder's  
signature:** \_\_\_\_\_

**Date** \_\_\_\_\_

**Manager's  
signature:** \_\_\_\_\_

**Date** \_\_\_\_\_

# Person Specification

## Communications Officer

Criteria	Essential	Desirable	Assessed by
<b>Education / qualifications</b>			
Relevant degree and/or professional qualification (or equivalent) in communications, public relations or journalism.		Y	A
Valid driving licence.	Y		A
<b>Experience</b>			
Demonstrable experience of working in a press office or media environment which would enable a full understating of the requirements of the role and the challenges it would bring.	Y		A / I
Proven ability to generate press coverage and to respond effectively to media enquiries.	Y		A
Proven ability to write and edit content for the web.	Y		A / I / T
Proficient in the use of social media channels.	Y		A
<b>Skills</b>			
Excellent written and verbal communications skills.	Y		I
Demonstrates good customer service skills to interact effectively and professionally with external and internal customers.	Y		A/I
Ability to work as a member of a multi-disciplinary team and balance the interests of communications with other specialist areas of the Authority's work.	Y		A / I
Ability to understand the need to treat information confidentially, plus political awareness, especially in relation to media matters.	Y		A / I

### Evidence assessed by key:

A = Application form

I = Interview

T = Testing / assessment / presentation