

# Job Description



## 1 Job details

<b>Job title:</b>	<b>Communications Administrator</b> (one-year fixed term)
<b>Team:</b>	Communications
<b>Post number:</b>	P03003
<b>Hours per week:</b>	30
<b>Grade:</b>	3
<b>Base:</b>	Lymington Town Hall, Lymington
<b>Reports to:</b>	Communications Manager
<b>Responsible for:</b>	No staff
<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 provide administration and technical support to the Communications team.

## 3 Main duties and responsibilities

- 3.1 Assist with distributing approved content via a range of channels including publications, website, e-newsletters, mobile and intranet.
- 3.2 Compile and post content on NPA social media channels.
- 3.3 Monitor the effectiveness of communications work by providing reports on feedback, media coverage, web analytics, social media and campaign works.
- 3.4 Support the team with media/VIP/public engagement and other events as required.
- 3.5 Arrange events by booking venues, sourcing appropriate materials, managing attendee responses, liaising with speakers/event providers and making invoicing arrangements as necessary.
- 3.6 Source photos and video for publications and online use and upload content onto the media library. Decide the correct photo permissions and ensure appropriate retention periods are applied in line with data protection guidelines.

- 3.7 Respond to customer service and media enquiries received by phone, email and through social media. Some enquiries will involve giving information or directing to other organisations.
- 3.8 Assist with internal communications activities including events and campaigns.
- 3.9 Under the supervision of the line manager, work with contractors and suppliers for photography, print, design, web and PR services as required.
- 3.10 Other administrative duties as required.

#### **4 Problem-solving**

- 4.1 A commitment to the highest standards of customer care with a high degree of accuracy.
- 4.2 The post holder will be required to resolve day-to-day problems requiring an excellent understanding of IT systems and the NPA's business. A good use of own initiative is required especially when dealing with media enquiries to ensure suitable questions are asked to forward the enquiry to the most appropriate person within the team. Queries could be from external sources such as the public and the media.
- 4.3 The post holder will be required to resolve the majority of the initial problems on their own.
- 4.4 The post holder will need to balance and prioritise their own daily workloads to meet targets and deadlines for the team and to assist where necessary.

#### **5 Decision-making**

- 5.1 Line manager sets targets and objectives in discussion with post holder.
- 5.2 The post holder will make day-to-day decisions relating to prioritising workload and appropriate labelling for the media library content to ensure maximum efficiency, meet required deadlines and avoid content being unusable.
- 5.3 Decisions relating to appropriate data handling, processes and data disposal will need to be made in accordance with the General Data Protection Regulation 2016 and the Data Protection Act 2018.
- 5.4 Responsible for deciding and compiling content for the NPA's official social media sites requiring accuracy and judgment on whether it is appropriate for the content to be in the public domain. Impacts of posting inaccurate information could result in negative publicity and carries reputational risk.
- 5.5 In the line manager's absence, other decisions outside of the post holder's own knowledge area should be referred to other managers.

#### **6 Operational responsibility**

- 6.1 This post will not be directly responsible for the management of staff.
- 6.2 There will be access to some sensitive and confidential information such as position statements and rationale requiring a clear understanding of why things are not in the media or public domain.
- 6.3 Information published must be accurate in its content.

#### **7 Communication**

- 7.1 Excellent communication skills both oral and written are essential.

- 7.2 Direct communication with the media, community groups, partner organisations and members requiring a professional approach due to potential reputational risk in how the organisation is perceived by external people.
- 7.3 Liaison with external distribution outlets requiring an appropriate sales manner and negotiation techniques to enable effective promotion of NPA messages.
- 7.4 Internal – 60%                      External – 40%

## **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 policies and procedures.
- 9.2 All staff have a responsibility to participate in the NPA Appraisal Scheme and to contribute to their own development, and the development of any staff they appraise or are responsible for.

## **10 Job description agreement**

- 10.1 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 Administrator

Criteria	Essential	Desirable	Assessed by
<b>Education / qualifications</b>			
Good general education to GCSE Level (or equivalent) or comparable in terms of demonstrable experience	Y		A
Valid driving licence	Y		A
<b>Experience</b>			
Previous experience of working in an office environment	Y		A / I
Experience of working in a media or marketing environment		Y	A / I
Knowledge of and ability to use social media channels and websites	Y		A / I
Experience of using different IT systems with ability to adapt to new systems	Y		A / I
Proven customer service experience	Y		A / I
<b>Skills</b>			
Excellent written and verbal communications skills	Y		A / I
Good organisational skills with ability to manage own workload and use own initiative whilst maintaining a high degree of accuracy	Y		A / I / T
Good team working skills	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