

Job Description

1 Job details

Job title:	Communications Assistant
Team:	Communications
Post number:	P02034
Hours per week:	26
Grade:	Band 5
Base:	Lymington Town Hall
Accountable to:	Senior Communications Officer
Responsible for:	N / A
Indirectly responsible for:	N / A
Budget Responsible Officer (BRO):	No
Car user:	Casual
Politically restricted:	No
Does this post involve working with children and/or vulnerable people?	No
Membership of professional body required:	No
Key liaisons:	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.

3 Main duties and responsibilities

- 3.1 Research, write and gain approval for content – written, visual and audiovisual.
- 3.2 Disseminate content via a range of channels including the media, publications, website, social media, e-newsletters, mobile and intranet.
- 3.3 Digital: use insights and research to design and deliver digital campaigns to grow reach and engagement with clear, measurable outcomes.
- 3.4 Events: assist with the organisation of press/VIP/public engagement and other events as required.
- 3.5 Internal communications: devise and disseminate timely internal communications to NPA staff and members, working across departments to engage and inform staff.
- 3.6 Research and give responses to media and online enquiries.

- 3.7 Source and work with contractors and suppliers, under the supervision of the line manager, of digital, photography, print, design, web, video and PR services as required.
- 3.8 Monitor and evaluate the effectiveness of communications work by providing reports on campaigns.
- 3.9 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 A commitment to the highest standards of customer care and appropriate prioritisation of work.
- 4.3 The postholder 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 and online, or engage with stakeholders. This could impact on the success of the activity and the NPA's reputation. In line manager's absence, decisions outside of the postholder'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 As part of the Communications Team, the postholder will have joint responsibility for day-to-day relations with the media.
- 6.3 There will be access to some sensitive and confidential information.

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 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 postholder 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 Appraisal Scheme and to contribute to their own development, and the development of any staff they appraise or are responsible for.

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 Assistant

Criteria	Essential	Desirable	Assessed by
Education / qualifications			
Relevant degree and/or professional qualification (or equivalent) in communications, public relations or journalism		Y	A
Valid driving licence	Y		A
Experience			
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
Skills			
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 NPA'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