

# Job Description

## 1 Job details

<b>Job title:</b>	<b>Communications Assistant</b>
<b>Team:</b>	Communications
<b>Post number:</b>	P02034
<b>Hours per week:</b>	18.5
<b>Grade:</b>	Band 5
<b>Base:</b>	Lymington Town Hall
<b>Accountable to:</b>	<ul style="list-style-type: none"> <li>• NPA's Senior Communications Officer</li> <li>• Functional management via the New Forest Marque Members Manager</li> </ul>
<b>Responsible for:</b>	N / A
<b>Indirectly 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, Marque Members and Board, funders, media, general public.

## 2 Role summary

2.1 To promote the work of the New Forest Marque scheme 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 Internal communications: assist with devising and disseminating timely internal communications to the Marque Board, NPA staff and members, working across partners to engage and inform staff.
- 3.5 Research and give responses to media and online enquiries.

- 3.6 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.
- 3.7 Events: assist with the organisation of press/VIP/public engagement and other events 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 Marque scheme.

#### **4 Problem solving**

- 4.1 Proactively seek news angles in the work of the Marque scheme 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 in conjunction with the Marque Members Manager.
- 5.2 Make regular judgements about the sensitivity of and appropriate response to press enquiries, to best enhance the reputation of the Marque scheme, NPA and Marque.
- 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 reputation of the Marque and NPA. 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 home/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 and Marque's policies, plans and objectives.

## **9 General**

- 9.1 The postholder must at all times carry out their 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
<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	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