

## Job Profile comprising Job Description and Person Specification

### Job Description

<b>Job Title:</b>	<b>Grade:</b>
Storytelling and Case Studies Officer	PO3
<b>Section:</b>	<b>Directorate:</b>
Communications	Chief Executive
<b>Responsible to following manager:</b>	<b>Responsible for following staff:</b>
Senior Communications and Campaigns Officer	N/A
<b>Post Number/s:</b>	<b>Last review date:</b>
POS001248	

#### Working for the Richmond & Wandsworth Better Service Partnership

We're Richmond & Wandsworth Better Service Partnership, the shared public service team for Richmond and Wandsworth Councils. Like any local authority, our role is to deliver the agenda of our elected members on behalf of the people who live and work in our part of the world. We deliver key services to our communities including social care, public health, children's services, housing and regeneration and environmental and community services.

Our joint workforce creates efficiency and resilience by bringing more creativity to the way we work, more objectivity and adaptability too, helping us deliver better services for all our residents.

We're here to help our communities thrive in a changing world, and to be there for the people who need us most we believe we need to keep adapting. That's why, at Richmond & Wandsworth Better Service Partnership, you'll be at the forefront of innovation in local government, and we'll invest in you and offer you opportunities to grow in a way only our unique organisation can.



## Job Purpose

As the **Storytelling and Case Studies Officer** you will play a pivotal role in crafting compelling narratives and real-life examples that showcase the impact and success stories of the council's initiatives, projects, and services. You will collaborate closely with various teams to gather, analyse, and present data and anecdotes that resonate with our audience, whether they are stakeholders, businesses or residents.

## Specific Duties and Responsibilities

- **Content Creation:** Develop engaging and persuasive written content, including case studies, success stories, testimonials, and narratives that effectively communicate the value and impact of the council's work.
- **Research and Analysis:** Conduct research to gather relevant data, testimonials, and anecdotes to support storytelling efforts.
- **Collaboration:** Work closely with communications colleagues and subject matter experts, to collect information and insights for storytelling purposes.
- **Interviewing:** Conduct interviews with stakeholders, clients, beneficiaries, and team members to gather first-hand accounts and testimonials that illustrate the impact of our initiatives.
- **Writing and Editing:** Write clear, concise, and compelling stories tailored to different audiences and channels. Edit and proofread content to ensure accuracy, consistency and adherence to brand guidelines.
- **Content Distribution:** Collaborate with communications colleagues to distribute stories through various channels, including websites, social media, newsletters, press releases and presentations.
- **Storybank Management:** Maintain a repository of case studies, success stories, testimonials, and other relevant content for future reference and use in marketing and communications efforts.

## Generic Duties and Responsibilities

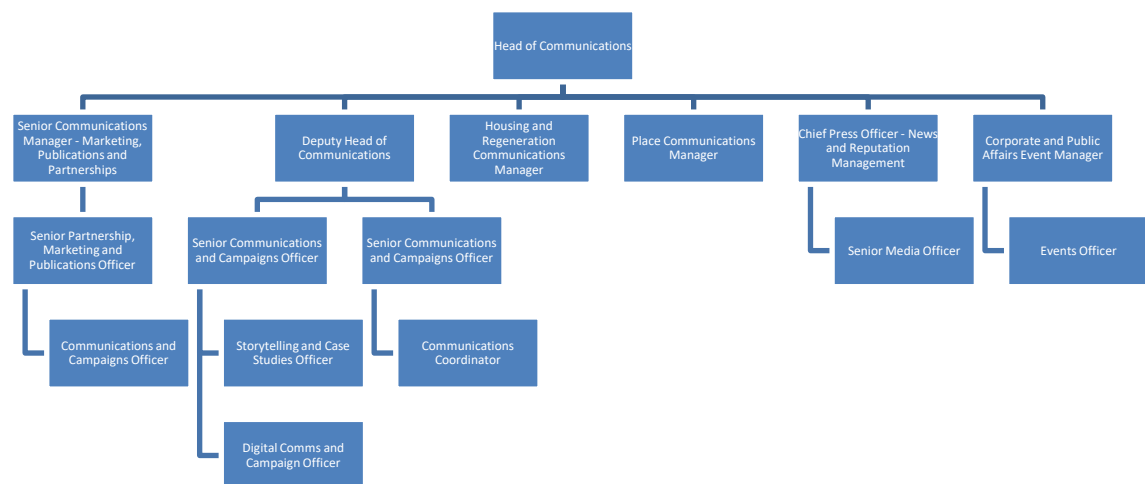
- To contribute to the continuous improvement of the services of Richmond & Wandsworth Better Service Partnerships.
- To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection, handling complaints and health and safety.
- To adhere to security controls and requirements as mandated by Richmond and Wandsworth procedures and local risk assessments to maintain confidentiality, integrity, availability and legal compliance of information and systems
- To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and working to create and maintain a safe,

supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.

- To understand both Councils’ duties and responsibilities for safeguarding children, young people and adults as they apply to the roles within the Councils.
- The profile is not intended to be an exhaustive list of the duties the post holder will carry out. Other reasonable duties commensurate with the level of the post, including supporting emergency and priority situations, will form part of the role.

## Additional Information

### Team structure



## Person Specification

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<b>Responsible to:</b>	<b>Responsible for:</b>
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POS001248	October 2025

### Our Values

THINK BIGGER

EMBRACE DIFFERENCE

CONNECT BETTER

LEAD BY EXAMPLE

PUT PEOPLE FIRST

Our Values are embedded across Richmond & Wandsworth Better Service Partnership and throughout all roles and responsibilities at all levels of the organisation. Please [familiarise yourself with our values](#) as they are an integral part of our recruitment and selection process.

Person Specification Requirements			Assessed by A/I/T/C (see below for explanation)
Knowledge	Essential	Desirable	Assessed
Proficiency in using mobile video capture and editing equipment/software and using social media platforms.	x		A&I
Cultural competence – an ability to understand, build relationships and connect across diverse groups and communities.	x		I

<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed</b>
Proven experience in storytelling, content creation, or journalism, including experience conducting interviews and gathering testimonials from diverse stakeholders.	<b>x</b>		<b>A</b>
Excellent writing, editing, and storytelling skills, with the ability to translate complex information into compelling narratives.	<b>x</b>		<b>A</b>
Resident of Wandsworth borough.		<b>x</b>	<b>A</b>
<b>Skills</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed</b>
Excellent interpersonal skills, with the ability to build relationships and collaborate effectively with diverse stakeholders.	<b>x</b>		<b>T</b>
Strong writing and editing skills, with the ability to craft compelling and engaging content for diverse audiences.	<b>x</b>		<b>I&amp;T</b>
Ability to work collaboratively in a fast-paced, deadline-driven environment.	<b>x</b>		<b>A&amp;I</b>
<b>Qualifications</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed</b>
Bachelor's degree in digital marketing, communications, public relations, journalism, or a related field.		<b>x</b>	<b>A</b>

**A – Application form / CV**

**I – Interview**

**T – Test**

**C - Certificate**