

## Job Profile comprising Job Description and Person Specification

### Job Description

|   |  |
|---|--|
| <b>Job Title:</b> Regeneration Communications Officer   | <b>Grade:</b> PO2                              |
| <b>Section:</b> Place   | <b>Directorate:</b> Growth and Place           |
| <b>Responsible to following managers:</b><br>Head of Place Programme and Place Communications Manager | <b>Responsible for following staff:</b><br>N/A |
| <b>Post Number/s:</b>   | <b>Last review date:</b> December 2025         |

### 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 Regeneration Communications Officer you will support the work of Wandsworth's regeneration teams to supply local communities with timely, accurate and clear information about ongoing regeneration plans and projects.

Working closely with the Place Communications Manager and the Head of Place Programme (Regeneration), you will be responsible for developing and delivering communications and engagement planning, activities and content creation for the regeneration and improvement of the borough's neighbourhoods.

In line with council priorities, the postholder will engage and communicate with residents, stakeholders and delivery partners involved in the council's key regeneration schemes and promote and enhance the council's reputation in estate redevelopment.

## Specific Duties and Responsibilities

1. Act as communications account manager for the council's regeneration programme, collaborating closely with officers in services that are delivering regeneration projects.
2. Develop and implement communications and engagement strategies aligned with council priorities and the Place Programme's regeneration objectives.
3. Deal effectively with politically sensitive issues and assist in the drafting of responses to media enquiries and resident queries.
4. Summarise complex and technical reports and information into Plain English to reach the widest possible audience.
5. Create compelling content and messaging for a range of external audiences, including residents, community stakeholders and partners.
6. Work with the council's design and print office to create clearly branded communications assets for campaigns and initiatives.
7. Create new content in line with corporate communications protocols that provides key messages to different audiences across multiple channels including digital, social, print and events materials.
8. Support the planning and execution of integrated campaigns in line with corporate strategic direction for target audiences.
9. Monitor and evaluate the effectiveness of PR and communication activities, providing regular reports and insights to the Place Communications Manager and regeneration management team.

10. Contribute to weekly corporate communications team meetings and the comms planning grid to ensure regeneration projects are visible and represented at senior levels.
11. Contribute to the continuous improvement of the Place team's communications and engagement approach.

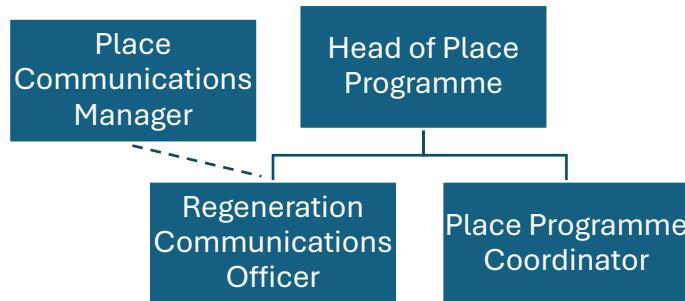
## Generic Duties and Responsibilities

- 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:

- 36 hours Monday to Friday. The post includes some flexible working, including weekends and evenings.
- The expected start date for this post is February 2026

## Team Structure



## Person Specification

|   |  |
|---|--|
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## 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.

| <b>Person Specification Requirements</b>   |                  |                  |                 | <b>Assessed by<br/>A / I / T / C<br/>(see below for<br/>explanation)</b> |
|--|------------------|------------------|-----------------|--|
| <b>Knowledge</b>   | <b>Essential</b> | <b>Desirable</b> | <b>Assessed</b> |  |
| Knowledge and understanding of the role that community, culture and infrastructure delivery play in successful regeneration and placeshaping |                  | X                | A / I           |  |
| Knowledge of data management and the associated data security obligations (GDPR).  | X                |                  | A / I           |  |
| Knowledge of digital and social media best practice and guidance.  | X                |                  | A / I           |  |
| <b>Experience</b>  | <b>Essential</b> | <b>Desirable</b> | <b>Assessed</b> |  |
| At least 2 years of experience as a communications professional delivering multi-channel campaigns across a wide variety of topics.          |                  | X                | A / I           |  |
| Press and media experience – writing news stories and compelling content with a good understanding of engaging different audiences.          | X                |                  | A / I / T       |  |
| Experience of delivering complex print and digital content to deadlines.   | X                |                  | A / I           |  |
| Experience of working in partnership with key stakeholders and delivery partners to achieve shared objectives.                               | X                |                  | A / I           |  |
| <b>Skills</b>  | <b>Essential</b> | <b>Desirable</b> | <b>Assessed</b> |  |
| Ability to translate strategic visions for projects into marketing and communications plans, audience development plans and targets.         | X                |                  | A / I / T       |  |
| Excellent verbal and written communications and interpersonal skills to ensure effective engagement at all levels.                           | X                |                  | A / I           |  |
| The ability to manage a complex and demanding workload, prioritising competing demands from multiple projects.                               | X                |                  | A / I / T       |  |
| Good IT skills and ability to use a web content management system, social media and analytics tools and the ability to learn new systems.    | X                |                  | A / I           |  |

|   |                  |                  |                 |
|---|------------------|------------------|-----------------|
| Excellent interpersonal, administrative and organisational skills.  | X                |                  | A / I           |
| Strong reporting and analysis skills and the ability to work with data.   | X                |                  | A / I           |
| Ability to brief and work with creative agencies and professionals to deliver corporate visual content including photography and video. | X                |                  | A / I           |
| <b>Qualifications</b>   | <b>Essential</b> | <b>Desirable</b> | <b>Assessed</b> |
| A degree or equivalent experience in a relevant field.  | X                |                  | A / I / C       |

**A - Application form / CV**

**I - Interview**

**T - Test**

**C - Certificate**