**Job Profile comprising Job Description and Person Specification**

**Job Description**

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| **Job Title:**  Nine Elms Communications and Marketing Officer | **Grade**:  PO2  Fixed term to 31st March 2022 |
| **Section:**  Customers and Partnerships / Economic Development | **Directorate:**  Chief Executive |
| **Responsible to following manager:**  Nine Elms Communications Manager | **Responsible for following staff:**  N/A |
| **Post Number/s:**  RWCEDI4 | **Last review date:**  February 2020 |

**Working for the Richmond/Wandsworth Shared Staffing Arrangement**

This role is employed under the Shared Staffing Arrangement between Richmond and Wandsworth Councils. The overall purpose of the Shared Staffing Arrangement is to provide the highest quality of service at the lowest attainable cost.

Staff are expected to deliver high quality and responsive services wherever they are based, as well as having the ability to adapt to sometimes differing processes and expectations.

The Shared Staffing Arrangement aims to be at the forefront of innovation in local government and the organisation will invest in the development of its staff and ensure the opportunities for progression that only a large organisation can provide.

**Job Purpose**

Wandsworth Council is overseeing the development of a whole new part of central London in Nine Elms, ensuring the successful and timely delivery of infrastructure and an ambitious cultural programme in the run up to the opening of the two-stop extension to the Northern Line in Autumn 2021. This role will work closely with the Nine Elms Communications Manager and Delivery Team to tell the story of how the change underway in Nine Elms brings benefits to Wandsworth and London, by:

* Assisting with the development and delivery of multi-channel communications strategies to strengthen the identity and reputation of Nine Elms as a working, living district in the heart of central London and a destination for arts, culture, business and living.
* Actively promoting the Council’s ambitious cultural programme and events to drive footfall and participation in events and activities across the Nine Elms area.
* Supporting and contributing to the wider communications objectives of the NEV Partnership, including promoting news, events, placemaking and community engagement opportunities for local residents.

**Specific Duties and Responsibilities**

* Use key messages for Nine Elms to inform new content across all activities, channels and audiences, which align with the Council and Partnership’s key messages.
* Work alongside the Nine Elms Communications Manager to develop, implement and evaluate multi-channel campaign plans supporting the Cultural Strategy and arts and events programme, community engagement programme, place-making and key programme milestones.
* Work as part of the Nine Elms delivery team to develop marketing and communications materials including printed materials, press releases, website content, e-newsletters and associated distribution which support these campaign plans and the Council’s key messages in relation to Nine Elms.
* Maintain active and engaging social media accounts and edit websites, producing engaging content, keeping up to date with current trends and responding to new opportunities to effectively promote the Council's work and the Nine Elms area.
* Contribute engaging content to Council publications for a variety of Borough audiences that supports the Council’s Campaign Plans and key messages in relation to Nine Elms.
* Identify and respond to emerging local issues by ensuring the benefits of the Nine Elms development for the borough’s residents and businesses are integrated into planned and re-active communications activity.
* Work with partners to share programme information and integrate partner communications as appropriate.
* Build positive relationships with local stakeholders and other key partners and support the management of the Nine Elms Partnership Communications Working Group.
* Understand the implementation of the Partnership and Council brands and ensure appropriate use.
* Assist with the organisation and delivery of events and visits in Nine Elms.
* Work with agencies and other commissioned contracts, including performance monitoring as required.
* Contribute to the forward communications plan for Nine Elms and prepare reports on communications activity and digital performance.
* Support good information management by ensuring contact lists are regularly updated and maintained, images and other assets are filed and archived and contract paperwork is maintained in line with Council policies.

**Generic Duties and Responsibilities**

* To contribute to the continuous improvement of the services of the Boroughs of Wandsworth and Richmond.
* To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection and health and safety.
* To adhere to security controls and requirements as mandated by the SSA’s policies, 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 role within the council.
* The Shared Staffing Arrangement will keep its structures under continual review and as a result the post holder should expect to carry out any other reasonable duties within the overall function, commensurate with the level of the post.

**Additional Information**

• Some evening and weekend work may be required

**Team structure**

**Person Specification**

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| **Job Title:** Nine Elms Communications and Marketing Officer | **Grade**: PO2 |
| **Section:** Customers and Partnerships / Economic Development | **Directorate:** Chief Executive |
| **Responsible to:** Nine Elms Communications Manager | **Responsible for:** N/A |
| **Post Number/s:** RWCEDI4 | **Last Review Date:** February 2020 |

**Our Values and Behaviours**

The values and behaviours we seek from our staff draw on the high standards of the two boroughs, and we prize these qualities in particular:

**Being open.** This means we share our views openly, honestly and in a thoughtful way. We encourage new ideas and ways of doing things. We appreciate and listen to feedback from each other.

**Being supportive.** This means we drive the success of the organisation by making sure that our colleagues are successful. We encourage others and take account of the challenges they face. We help each other to do our jobs.

**Being positive.** Being positive and helpful means we keep our goals in mind and look for ways to achieve them. We listen constructively and help others see opportunities and the way forward. We have a ‘can do’ attitude and are continuously looking for ways to help each other improve.

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| **Person Specification Requirements** | **Assessed by**  **A**  **&** **I/ T/ C (see below for explanation)** |
| **Knowledge** | | |
| Knowledge and understanding of the role that culture, community engagement and infrastructure delivery play in successful regeneration. | A / I |
| Knowledge of data management and the associated data security obligations (GDPR). | A / I |
| **Experience** | | |
| Experience of arts and culture marketing and publicity, delivering multi-channel campaigns across a wide variety of topics and platforms and achieving ambitious audience targets and profile raising. | A / I / T |
| Press and media experience – writing press releases, producing media packs and selling in stories and a good understanding of key issues and media opportunities in relation to regeneration and cultural place-making. Press or media experience gained from working in public services will be an advantage. | A / I / T |
| Experience in digital marketing and social media management is essential, with the ability to curate, write and deliver content for a variety of digital channels. | A / I |
| Experience of working in partnership with key stakeholders and other organisations to achieve shared objectives. | A / I |
| Experience of managing and briefing suppliers/agencies. | A / I |
| **Skills and abilities** | | |
| Excellent verbal and written communication and interpersonal skills in order to engage stakeholders at all levels. | A / I |
| You will be a team player with the ability to work with numerous internal departments and staff at all levels, as well as independently, with a positive and engaging attitude. | A / I |
| The ability to manage a complex and demanding workload, prioritise the competing demands from multiple projects and balancing artistic, commercial and political imperatives, in a fast moving environment. | A / I |
| Ability to apply strong reporting and analysis skills to reporting on marketing activities and campaigns and present accurate data in a variety of business formats. | A / I |
| Proficiency in basic HTML and using a CMS, as well as web analytics software, image editing and office software, with good IT skills and the ability to learn new systems. | A / I |
| **Qualifications** | | |
| A degree or equivalent experience in a relevant field. | A / I / C |

**A – Application form / CV**

**I – Interview**

**T – Test**

**C - Certificate**