

Role Title	Communications & Campaigns Support Officer
Job Family	Communications & Campaigns
Competency Level	All Colleagues
Pay Range / Scale	SO1
Purpose As Communications and Campaigns Support Officer you will provide vital planning, reporting, administrative, and contacts management support for the Communications and Campaigns service, in addition to delivering a steady revenue stream supporting the financial sustainability of the function through the selling of advertising space in Waltham Forest News, and on lamppost banners and other council-owned advertising sites. Support for revenue generation will include researching, engaging with and documenting credible, sustainable and repeat sales leads, externally and within the council, as well as documenting existing contacts and processes. You will be expected to sell ad spaces yourself and provide support for other members of the team doing the same. You will support both our campaigns and business as usual communications activities by building forward planning calendars and schedules, tracking print and design jobs, booking suppliers and venues, gathering and scheduling content and updating contacts lists. You will develop skills in a broad range of communications delivery including press release writing, digital marketing and advertising, briefings production and metrics analysis. You will play a pivotal role in developing and delivering our evaluation capability, contributing to key reporting cycles through the collation of metrics and the drafting of written reports.	
Generic Accountabilities	End Results/ Outcomes
Deliver a specialist aspect of service delivery, which engages customers / stakeholders and enables them to make effective use of the service.	The service is delivered to the quality, organisational and professional standards required Customer / stakeholder expectations are managed in relation to what can be delivered. The service meets organisational requirements and reflects customer / stakeholder requirements / needs, within organisational constraints.
Maintain all required records and information. Analyse and interpret complex information, for input into reports.	Procedures are adhered to and all information is correctly recorded and processed. Accurate, complete and relevant information / records / reports are provided for internal and/or external use.
Develop specialist documents / materials / activities to support / promote the service area.	All materials / activities are delivered to the required standards and timescales. Communications are clear, well planned and effectively targeted.

Provide advice and guidance to colleagues, customers and stakeholders. Manage escalated or complex customer issues within the specialist area.	Expert advice, information and support are provided on the full range of issues within the field of expertise. Queries / complaints are effectively managed. Appropriate action is taken to resolve the issue. Customers are satisfied.
Maintain information systems which support the specialist area. Contribute to the development of these systems.	Changes to systems are identified and recommended. Systems meet operational requirements.
Work closely with others to clarify changing customer / organisational requirements.	Customer requirements are identified and documented. Improvement opportunities are identified and recommended.
Develop good working relationships, develop community links and communicate effectively with internal / external organisations / partners and stakeholders. Represent specialist area internally and / or externally.	Specialist work area reputation is maintained or enhanced. Stakeholders are engaged with activity relevant to them. Positive feedback is received from stakeholders. Best practice is shared.
Carry out all duties and responsibilities with reasonable care for the health and safety of self and others and report any potential hazards or unsafe practices to line manager.	Work is carried out in a way that is safe and without risks to health.
Ensure the necessary standards relating to safeguarding best practices/protocols are effectively communicated, monitored and maintained as relevant within the scope of this post.	Safeguarding standards are monitored and maintained in compliance with council policy
Act in accordance with all policies and procedures which apply to the job and understand the reasons for this.	All policies and procedures are complied with.

Job Specific Accountabilities:	End Results/ Outcomes
Support credible market analysis and improved understanding of customer requirements and advertising needs through auditing existing approach, including speaking to existing customers and gathering	Our targets are realistic, measurable and underpinned by a true understanding of the commercial landscape of the borough.

financial information. Research the approach of other boroughs with a similar profile to our own. Identify potential new customers.	
Document and review existing leads, internal process, and ensure these are fully understood by colleagues.	We preserve business continuity at all times and enable other members of the team to support our sales and marketing efforts.
Proactively / speculatively offer advertising space to local businesses and internal advertisers, and take booking requests from approaches made to us	There is a constant stream of revenue to support the sustainability of team finances.
Actively participate in content production and scheduling for the team when required, including drafting of copy and creation of social media content, and the production of briefings for senior colleagues	Pressure on the team is alleviated, and level of output maintained.
Working closely with the Corporate Director and the Heads of Communications and Campaigns, devise and then compile and maintain forward planning calendars for the team plotting both internal and external milestones, as well as priority comms commitments.	The team, SLT and cabinet have a mutually agreed, shared document that plots out key comms activities and priorities. As a team, we are fully aware of the risks and opportunities, relative to our own narrative and agendas, presented by external events, as well as the democratic cycle of the council.
Support colleagues by compiling and updating contacts lists for journalists, MPs, Whitehall officials or London Assembly Members, while ensuring we have an up to date record of contact. Similarly, ensure the team has access to a list of key suppliers, including contact records.	We are able to target and develop our conversations with key external contacts better, and are able to hand over contacts within the team without neglecting history of past engagement, or understanding of how personal interests may benefit conversations or objectives.
Maintain a register of current print and design jobs from across the council	The register will enable tracking of cost effectiveness, brand compliance and full consideration of accessibility requirements.
Compile key performance data on the effectiveness of our	We better understand what works – and what doesn't – in influencing the understanding and behaviour of our

communications relative to key target audiences and assist in the drafting of regular reports for SLT and cabinet	target audiences, and we promote our successes and the value of the work we do to the council.
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Nature of Contacts
Key contacts are internal and external customers/stakeholders Will involve direct contact with members of the public including dealing with challenging situations where influence may be needed. Deal with people at all levels confidently, sensitively and diplomatically.

Procedural Context
Act within guidelines and standard procedures with discretion to allocate or otherwise organise work to meet service delivery requirements. Usually works within laid down procedures but needs to deal with day-to-day problems without always referring to others. Decisions will be made based on Council and legislative policies and procedures Responsible for meeting performance standards within a policy framework and regulatory guidelines. Occasionally the post will be expected to work from other locations
Key Facts and Figures

Resourcing
Budget Responsibilities: None
Supervisory Responsibilities: None
Knowledge, Skills and Experience Experience of supporting communications or campaigns activity, ideally in a public

sector or similarly complex environment.

- Some experience of marketing or sales highly preferable.
- Excellent writing skills with a clear, concise and lively prose style, and the ability to write for a range of different audiences
- Proven ability to produce and maintain spreadsheets and represent financial data in a clear and understandable manner
- An interest in communications strategy and delivery, with a good understanding of social media and/or digital marketing techniques
- Ability to organise and manage workload to meet deadlines.
- Very good interpersonal and team-working skills.
- Experience of producing reports or updates using data or audience feedback.
- Experience of working in a highly pressured environment and delivering results to tight deadlines
- A broad understanding of local government, the services provided by local councils, and the responsibilities a council has to its residents
- Excellent oral communications skills and the ability to maintain effective relationships at every level of an organisation
- Ability to translate complex information into a clear and approachable format for a wide range of audiences
- Excellent attention to detail, strong organisational skills and the ability to operate to tight deadlines in highly pressured environments

Indicative Qualifications

Numeracy and literacy qualification e.g. GCSE English and Maths or equivalent.
Relevant professional qualification

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed.