



RUTLAND COUNTY COUNCIL

JOB DESCRIPTION

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| Position Title: | Communications Officer (Transport) |
| Grade: | G06 |
| Directorate: | Law & Governance |
| Department: | Communications |
| Responsible to: | Communications Service Manager |

Purpose of the Job:

To work as part of an effective Communications team, supporting the delivery of core communication functions and activity which underpin the Councils Corporate Plan and commitments to the community, helping to promote a positive image and maintain the reputation of the Council.

To support the Councils Communication and Engagement Strategy, acting as the lead officer for corporate campaigns and projects.

Main Responsibilities:

1. To act as the lead officer for the coordination of communication activity in support of key Council campaigns and projects, working closely with service areas to develop robust communication plans and to design and implement associated communication activity.
2. To support the delivery of an internal communications strategy to help facilitate a consistent approach to the communication of Council activities, acting as an enabler by providing support and training to Officers and Councillors.
3. To support media enquiries and to develop clear, concise, and accurate press releases, statements, briefings, and other copywriting, including social media and website content.
4. To develop positive working relations both internally with Officers and Councillors and externally with media and partner organisation in support of positive and proactive communication activity.
5. To assist in the planning and development of various Council publications including weekly newsletters and members briefings.
6. To provide marketing and design support for Council publications and communications.



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7. To support analysis, evaluation and reporting of all communications activity with a particular focus on impact of campaigns and project promotion and public awareness.
8. To support services to manage their website content and materials, in line with communications guidance and accessibility requirements, working closely with the Website Development Officer.
9. To support the Council's community engagement framework by identifying requirements and opportunities for public engagement and consultations, supporting associated communications programmes that are required because of service and policy change etc.
10. To support all media relations in the event of critical projects and emergencies and crisis situations.
11. To help in the proactive monitoring of media coverage of the Council and related matters and to arrange circulation to appropriate officers and members.
12. To support the Communications out of hours media enquiry function when required and as part of a service rota.
13. To act in accordance with the principles set out in the Employee Code of Conduct and the Council's Values, recognising the duty of all public sector employees to discharge public functions reasonably and according to the law.
14. Take reasonable care for your health and safety and that of other persons who may be affected by the performance of your duties. Where appropriate you will safeguard the health and safety of all persons and premises under your control and guidance in accordance with the provisions of Health and Safety legislation and Rutland County Council's and Directorate codes of practice and procedures. You will exercise proper care in handling, operating and safeguarding any equipment, vehicle or appliance provided, used or issued by the Council or provided or issued by a third party for individual or collective use in the performance of your duties.
15. This job description indicates the main areas of activity of this post. From time to time, however, other tasks/duties may be required but these will fall within the general areas of responsibility and grade of the post. Any changes which are of a permanent nature will, following consultation with you, be included in the job description in specific terms and will be formally issued to you.

Dimensions:

N/A



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JOB REQUIREMENTS

QUALIFICATIONS/TRAINING/EDUCATION

| Essential | Method of Assessment * |
|---|------------------------|
| A relevant qualification (Chartered Institute Public Relations, Chartered Institute of Marketing) or proven experience in a similar role. | A/I |
| Minimum grade 4 English and Math or Level 2 literacy and numeracy or relevant experience that demonstrates proficiency. | A/I |

| Desirable | Method of Assessment * |
|-----------|------------------------|
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EXPERIENCE/KNOWLEDGE

| Essential | Method of Assessment * |
|--|------------------------|
| Experience working in a communications role, including local, regional and national media. | A/I |
| Recent experience working in a communications arena, including the coordination of campaigns and marketing activity. | A/I |
| Experience in writing, editing and signing off press releases and other publications. | A/I |
| Experience and good working knowledge of online communication tools including website and social media tools. | A/I |
| Good understanding of communication channels and strategies that can be utilised. | A/I |

| Desirable | Method of Assessment * |
|---|------------------------|
| Experience of Content Management Systems (CMS) and writing website content. | A/I |
| Experience of working in a customer-driven environment. | A/I |
| Experience using Microsoft packages. | A/I |



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| Knowledge or experience in the area of public transport services. | A/I |
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SKILLS

| Essential | Method of Assessment * |
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| Proficient in the use of a range of IT, including Microsoft office and other software for editing and creating publications. | A/I |
| Ability to prioritise and to manage workloads and to plan effectively. | A/I |
| The ability to use own initiative and work well as part of a team. | A/I |
| Ability to work under pressure to tight deadlines. | A/I |
| Excellent communication skills with the ability to develop working relationships both internally and externally. | A/I |

| Desirable | Method of Assessment * |
|-----------|------------------------|
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EQUALITY AND DIVERSITY

| Essential | Method of Assessment * |
|--|------------------------|
| Able to recognise discrimination and be proactive in ensuring the Council's policy is put into practice. | A/I |

OTHER

| Essential | Method of Assessment * |
|--|------------------------|
| Flexible in working patterns to fulfil commitments of the role and team. | A/I |
| Willingness and ability to visit other sites as and when required. | A/I |

* **A = Application Form D = Documentary evidence I = Interview T = Test**



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STRUCTURE

TBC

NOTE: These requirements must be reviewed each time this post becomes vacant. The reviewing manager must sign below. If changed, please submit both the original job description and amended job description to the Human Resources Department.

| DATE | CHANGE - YES/NO | PREPARED BY (Name & Position Title) |
|-------------|------------------------|--|
| June 2025 | Yes – new jd format | Mat Waik, Communications Service Manager |
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