

## Job Description

# Communications Adviser (Communications Officer)

Reference: 4190

Date: April 2026

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| <b>Job Family:</b>   | <b>Communication Engagement and Marketing /<br/>Content Design and Engagement Solutions</b> |
| <b>Level:</b>        | <b>2</b>  |
| <b>Band:</b>         | <b>7</b>  |
| <b>Career Track:</b> | <b>Professional / Technical / Supervisory</b>   |

## Job Purpose

The postholder will lead communications and engagement for the Northumberland Coast National Landscape, ensuring consistent, effective internal and external messaging. They will be responsible for delivering the National Landscape Communications Plan and managing all digital and printed content, including website updates, social media activity, newsletters, blogs and press releases. The role includes overseeing the design and production of publications, supporting place-branding activity and coordinating media campaigns. Acting as the primary contact for external communications, the postholder will ensure that information about the National Landscape is accurate, engaging and aligned with organisational objectives.

## Service Purpose

The Planning Service at Northumberland County Council exists to guide the sustainable development of the county, ensuring that growth, investment and environmental stewardship of Northumberland's unique environment are balanced in the public interest. The service is responsible for preparing and implementing planning policy, assessing and determining planning applications, and safeguarding the county's heritage, landscapes and communities. By providing clear professional advice, engaging with residents and stakeholders, and upholding statutory planning duties, the service supports well-designed places, economic prosperity and long-term resilience. Its work directly contributes to the Council's wider strategic objectives of Tackling Inequalities, Providing Value for Money, and Driving Economic Growth.

## Duties and Responsibilities

### Service Delivery & Operational Tasks

- Deliver the National Landscape Communications Plan, producing high-quality newsletters, blogs, press releases and promotional content.
- Coordinate the design, production and quality assurance of publications.
- Support the organisation and promotion of events and activities.

## **Stakeholder Engagement & Communication**

- Liaise with Defra, the National Landscapes Association, the Protected Landscapes Partnership and wider communications colleagues.
- Act as a key point of contact for communications-related enquiries and promote the work of the National Landscape.

## **Strategic Input & Service Improvement**

- Review and implement place branding, signage and interpretation to strengthen service identity.
- Lead continuous improvement of communication approaches and messaging.

## **Project & Programme Delivery**

- Develop communication plans and media campaigns to support new and ongoing projects.

## **Data, Insight & Reporting**

- Monitor digital engagement data to inform planning and evaluate communication activity.

## **Digital & Systems Use**

- Oversee website and social media content and manage the National Landscape's image and video library.

## **External Representation & Partnership Working**

- Represent the National Landscape at events, meetings and external forums to support partnership work.

### **Person Specification**

#### **Professional and Technical Requirements**

#### **Qualifications**

- Educated to degree level in a suitable discipline

#### **Knowledge, Skills and Experience**

- Knowledge of public relations, design and print processes, and how these apply within a communications environment.

- Significant experience in PR, journalism, marketing or communications, including working across multiple channels.
- Experience producing publications, newsletters and interpretation materials, including managing design and print processes.
- Experience developing and delivering social marketing or promotional campaigns.
- Experience maintaining and developing websites, including uploading and editing content.
- Experience dealing with media enquiries, including preparing or coordinating responses.
- Strong general IT skills, including MS Office, with the ability to use additional digital tools.
- Advanced IT skills or experience in desktop publishing (desirable).
- Photography or filming skills for events and landscape content (desirable).
- Knowledge of conservation, natural beauty or rural/landscape issues relevant to protected landscapes (desirable).
- Ability to manage own workload, plan tasks and meet deadlines with minimal supervision.

## Core Competency Requirements

- **Communication:** Tailors communication to audience and context. Uses listening and questioning techniques to clarify complex issues and support team understanding.
- **Collaboration:** Coordinates with colleagues and partners to deliver shared goals and improve service outcomes.
- **Service Delivery:** Identifies and resolves service issues, improves processes, and ensures policy alignment. Promotes efficiency and avoids waste through practical improvements.
- **Decision-Making:** Uses evidence and judgement to resolve issues and improve delivery.
- **Digital & Data Literacy:** Interprets data to improve services. Applies knowledge of digital risks and ethical data use. Uses basic analytical techniques to support decision making.
- **Adaptability:** Adjusts approach responsively to evolving needs and priorities. Identifies opportunities for continuous improvement and supports others through change.
- **Problem-Solving:** Analyses problems and applies knowledge to develop practical solutions and suggest improvements.
- **Community & Customer Focus:** Engages with service users and customers to improve delivery, ensure accessibility, and reflect diverse needs.
- **Leadership:** Supervises day-to-day activity and supports team development. Coordinates tasks and resources to meet the needs of the service.

## Strengths

- **Organiser** - You make plans and are well prepared. You seek to maximise time and productivity.
- **Strategic** - You look at the big picture. You consider the wider factors and long-term implications of decisions.
- **Improver** - You look for better ways of doing things and enjoy coming up with new and original ideas.
- **Networker** - You support constructive discussion and enjoy getting all parties to reach an agreement.
- **Precise** - You concentrate on detail and make sure everything is accurate and error free.

## Desirable

- Professional qualification in public relations, communications or journalism.
- Advanced digital production skills, including desktop publishing, photography and filming for events and landscape content.
- Knowledge of conservation, natural beauty and rural/landscape issues relevant to protected landscapes.