

Northumberland County Council

JOB DESCRIPTION

Post Title:	AONB Communications Officer	Director/Service/Sector		Office Use
Band:	7	Workplace: Alnwick tbc and other NCC offices with opportunity to work at home		JE ref: 4190
Responsible to: AONB Manager		Date: June 2022	Job Family:	HRMS ref:
Lead communications and engagement for the Northumberland Coast AONB Partnership through the delivery of effective internal and external communications. Primarily, the postholder will be responsible for delivering the AONB Communication plan; overseeing web, social media, and printed media content; producing newsletters, blogs and press releases; design and print of publications; place branding and media campaigns and be the first point of contact for external communications.				
Resources	Staff	Occasional contracts, placements and apprentices when required		
	Finance	Spending within allocated budgets, overseeing contracts with external suppliers		
	Physical	Contribute to the efficient and effective running of the AONB Partnership and Staff Unit		
	Clients	Day to day involvement with clients, the AONB Partnership, Defra officials, national colleagues, elected members, parish councillors and members of the public		
Duties and key result areas: <div><div>1. Be the strategic communications and engagement lead for the AONB Partnership through the review and delivery of the communications plan</div><div>2. Oversee social media and web content across multiple platforms</div><div>3. Promote the work of the AONB Partnership and its multiple projects through newsletters, press releases, blogs and other promotional material. Contribute to new projects through the development communication plans and media campaigns</div><div>4. Liaise with Defra, the National Association for AONBs and communication officers in the AONB family nationally.</div><div>5. Manage and update the AONB's image and video library to ensure access to fresh material</div><div>6. Review and implement place branding, signage and interpretation</div><div>7. Represent the AONB Partnership at events and meetings</div><div>8. Produce high quality publications and other documents, overseeing the print and design process.</div><div>9. Oversee the contracts with consultants, contractors, and suppliers.</div><div>10. Assist in the organisation and promotion of events and activities.</div><div>11. Undertake any other duties and responsibilities consistent with the nature, level and grade of the post.</div></div>				
Work Arrangements				
Transport requirements:		Driving ability and own transport desirable.		
Working patterns:		22 hours per week. Flexible working hours will apply. Occasional evening and weekend working will be expected		

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PERSON SPECIFICATION

Post Title: AONB Communications Officer	Director/Service/Sector: Planning Services	Ref:
Essential	Desirable	Assess by
Qualifications and Knowledge		
Educated to degree level in a suitable discipline Knowledge of all aspects of Public Relations, communications, design and print.	Professional qualification in public relations, communications or journalism	a
Experience		
Significant experience in communications, PR, journalism or marketing. Developing and delivering social marketing campaigns Maintaining and developing websites, including content editing. Dealing with media enquiries and briefing the media Experience of producing publications, newsletters and interpretation Developing and implementing communication plans.	Experience / knowledge of the protected landscape management, farming and rural affairs Maintaining and developing websites, including content editing. Experience of event management	a, i
Skills and competencies		
Ability to communicate both orally and in writing to a wide range of audiences, including the ability to write for the media. The ability to convert complex issues into clear, media friendly copy. The ability to write in plain English to a high standard. Handling sensitive, confidential situations in a tactful and professional manner IT Literate, capable of using MS Word / Excel and office packages Able to work under pressure, to establish priorities and meet deadlines Ability to deal confidently with a wide range of people including elected members, ministers and civil servants, national colleagues, journalists and members of the public. Ability to produce original and creative ideas Ability to organise and prioritise own work with minimum supervision	Advanced IT skills including desk-top publishing Photography and filming – including event and landscape. Knowledge of conservation and rural issues, natural beauty and landscape issues, issues affecting the coast, protected landscape conservation.	a,i, t
Physical, mental, emotional and environmental demands		
The work can be demanding. Candidates must possess the necessary commitment and stamina to cope with the challenge of the workload. The post holder must be able to work well under pressure and be able to meet regular deadlines. Usually works in a seated position. Some standing, walking, stretching or lifting. Regular periods of concentrated mental attention with some pressure from deadlines, interruptions and conflicting demands. Contact with the public may result in some emotional demands. Minimal exposure to disagreeable, unpleasant or hazardous conditions.		a,i,
Motivation		
A commitment to providing a strategic communication lead for the AONB Partnership Passionate about landscape and the environment Reliable and keeps good time. Demonstrates integrity and upholds values and principles.		a,i,

Promotes equal opportunities and diversity in all aspects of work. Appropriately follows instructions to achieve set objectives. Works collaboratively to achieve team spirit. Adapts to change by adopting a flexible and cooperative attitude. A commitment to ongoing professional development and training Knowledge of and promotion of the organisation's aims and objectives. A commitment to embracing new ways of working and technological advances to deliver the service		
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Other

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits