Press Secretary (Leader’s Office)

£41,551 - £51,936

Council House

Working 36.5 hours. This is an exciting opportunity to work in a fast-paced public relations role within the Office of the Leader of Birmingham City Council.

Contributing to news management and proactive promotion of the Leader’s role and portfolio responsibilities and in developing and contributing to Council services, programmes, policies and events.

Experienced in designing and delivering PR and media plans as well as building relationships with journalists.

The successful candidate will have extensive experience in regional political journalism, national and regional political analysis and social media. Online journalism and regional print experience would be advantageous.

Experience should be in the context of a large scale organisation and preferably within the West Midlands region.

For an informal discussion please contact Kevin Hubery on 0121 303 2550.

Ref: RC222016J

Closing Date: 26 August 2016

“Right to work in the UK documentation will be fully checked for all applicants. All non UK and non EU applicants are required to apply for a Certificate of Sponsorship from Birmingham City Council and must be approved by the UK Visa & Immigration (UKVI) before any employment offer can be confirmed.”

“The City Council is currently consulting on potential changes to its terms and conditions (in line with its s.188 notice) which may have an impact on any contract of employment that is offered should the candidate be successful”
Change and Support Services Directorate

Job Description

Post: Press Secretary (Leader's Office)                Grade/Salary: 6
Division: Strategic Policy and Leadership                  Section: Leader's Office

1. **Job Purpose**

As a public relations professional working in the Leader’s Office of Birmingham City Council, managing news and the proactive promotion of the Leader’s role and portfolio responsibilities in developing and contributing to Council programmes, services, policies and events through public relations activity, creating maximum positive impact for Birmingham and ensuring effective communication and relations with citizens, staff, key stakeholders and partners.

2. **Duties and Responsibilities**

To support the Leaders Office/Portfolio:

1. In the production of media and public relations strategies and plans.
2. To develop a network of professional relationships with local and national media and internal Council Officers to ensure that the Leader’s Office and City Council effectively responds to and deals with day to day and high profile media issues.
3. To contribute, where appropriate in the context of the Leader’s Office and portfolio, to the promotion of Council’s programmes, policies, services and events and for fostering its reputation as a service-provider and a key partner in the development of the City.
4. To use a range of methods e.g. drafting news releases, features, picture captions, web copy, media briefings, liaising with journalists, using social media, identifying and supporting spokespeople, attending events as necessary in order to achieve maximum positive coverage for the Council and contribute to enhancing Birmingham’s reputation and the media profile of the Leader’s Office.
5. To work in conjunction with the Chief of Staff, Corporate Communications team and Cabinet Office, ensuring the effective delivery of a public relations media service on behalf of the City Council.
6. To build and maintain regular contact with the media across all platforms, including maximising the value of the relationships through the achievement
of positive coverage of the Leader’s role and portfolio responsibilities and contribution to Council programmes, services, policies and events.

7. To respond flexibly and professionally to breaking news and reputation/crisis issues as part of media management.

8. To carry out such other associated duties as from time to time arise, develop or are assigned.

3. **Supervision Received**

   3.1 **Supervising Officer Job Title**

       Head of Strategic Policy.

   3.2 **Level of Supervision**

       Plan own work to ensure the meeting of defined objectives.

4. **Supervision Given** (excludes those who are indirectly supervised i.e. through others).

   No direct reports but would be required to operate within a matrix management arrangement.

5. **Special Conditions**

   Travel within the UK and Europe may be required.

   Under the terms of the Local Government and Housing Act 1989, the post is politically restricted.

   The jobholder will be expected to carry out his/her duties at such times and upon such days as may be most effective in respect of the task in hand. This may inevitably involve reassessment of the working week and attendance during the evening, at weekends and bank holidays and at performances and other events. Financial recognition for this is reflected in the basic grade of the job.

   If there is a need to provide out of hours cover for this will be managed in line with the Birmingham Contract of employment.

   - This vacancy is exempt from the Rehabilitation of Offenders Act.
   - A Disclosure and Barring Service check will be undertaken.

   Observance of the **City Council’s Equal Opportunities Policy** will be required.
Change and Support Services Directorate

Person Specification

Post: Press Secretary (Leader’s Office)  
Grade/Salary: 6 (£41,551 to £51,936)

Division: Strategic Policy and Leadership  
Section: Leader’s Office

Method of Assessment (M.O.A.) A.F. = Application Form; I = Interview; 
T. = Test or Exercise; C. = Certificate; P. = Presentation.

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<th>CRITERIA</th>
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<td>Education/Qualifications</td>
<td>Further/higher education qualification in journalism or PR (e.g. NCTJ or CIPR) or equivalent qualification and/or relevant experience.</td>
<td>AF/I</td>
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| Experience (Relevant work and other experience) | Extensive experience within a media environment, in a complex and/or political and large scale organisation.  
Building and maintaining relationships with a range of contacts in regional and/or national media.  
Experience of briefing and advising Elected Members / Senior Managers and a wide range of stakeholders.  
Experience of managing media relations with complex and sensitive issues, minimising negative coverage and crisis management.  
Experience of new and emerging media channels, including recent experience of social media.  
Experience of working under pressure to tight deadlines within a media environment.  
Experience of regional and national political analysis.  
Proven delivery of regional/national news and features from proactively sourced stories, preferably in the West Midlands. | AF/I  |

NB: Full regard must be paid to overseas qualifications.
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<th>Skills &amp; Ability</th>
<th>Excellent and varied communications skills both verbal and written.</th>
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<td>A diplomatic and resilient personality.</td>
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<td>Good interpersonal skills integrity and assertiveness, able to work as part of a team.</td>
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<td>A demonstrable understanding of a range of media issues, including complex operational and legal constraints.</td>
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<td>Ability to develop and implement media/information strategies and plans.</td>
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<td>Ability to create an honest media copy and present the Council's case in the best light.</td>
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<td>Demonstrate flexibility to meet Council priorities and demands.</td>
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<td>Demonstrate excellent organisational skills.</td>
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<td>Good level of I.T.</td>
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| Training        | Willingness, ability and commitment to continuous self-development and learning. | AF/I/P  |

| Other           | Demonstrated understanding of and commitment to equalities principles and practises. | AF/I    |
|                 | Good working Knowledge of West Midlands local government issues, agendas and programmes. | AF/I    |

All staff are expected to **understand** and be **committed** to Equal Opportunities in employment and service delivery.