Press and Communications Officer

£25,694 - £32,164

Aston Area, Illegal Money Lending Team

Working 36.5 hours per week

An exciting opportunity has arisen to work for a National Team based within Birmingham City Council. The England Illegal Money Lending Team tackles loan sharking across the country.

You should hold a degree level qualification in media, journalism or similar. You will be responsible for publicising the stop loan sharks message across the country. This will include devising press releases, managing the team’s social media profile and updating the website as necessary.

As a national team you will be required to travel extensively across the country, at times working evenings and weekends.

You will need to be self-motivated, tenacious and enthusiastic. You must be able to meet tight deadlines and produce written media quickly and accurately. You will have an awareness of different methods of disseminating information to the media and be able to anticipate the needs of journalists whilst still meeting council policies and procedures.

Ref: PL0782017

Closing date: Tuesday 21st March 2017

“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 Border Agency (UKBA) before any employment offer can be confirmed.”
JOB DESCRIPTION

JOB TITLE: Press & Communications Officer

GRADE: Grade 4

NO OF POSTS: 1

POST REQUIRES POLICE / CRIMINAL RECORDS BUREAU CLEARANCE: YES/NO

1.0 JOB PURPOSE

1.1 To contribute to the management of news and to the proactive promotion of projects programmes, services, policies and events through public relations activity which creates maximum positive impact for The Birmingham City Council hosted Illegal Money Lending Team, building awareness of the issue and the wider impact of illegal money lenders, driving service take-up and ensuring effective communication with the public, staff and stakeholders.

2.0 DUTIES AND RESPONSIBILITIES

2.1 To build and maintain regular contact with journalists across all platforms, including specialist press and bloggers, and with communications peers in relevant external organisations, and to work to maximise the value of these relationships through positive coverage of the projects programmes, services, policies and events.

2.2 To use a range of appropriate methods – eg drafting news releases, features, picture captions, web copy, social media, media briefings, liaising with journalists, identifying and supporting spokespeople, attending events as necessary in order to achieve maximum positive coverage for the Council and the project and contribute to the Project’s good reputation.

2.3 To deal with breaking news and reputation/crisis issues as part of routine media management.

2.4 To operate across England and engage with the Scotland and Wales teams to deliver a comprehensive news service as required.

2.5 To contribute to the regular and accurate monitoring of the impact of the service, including through collection of data, statistics and media coverage about the project.
2.6 To work with Investigators, IMLT managers and liaise officers to support marketing campaigns through public relations activity which maximises the value of campaigns in the IMLT Communications strategic plan.

2.7 To prepare media and marketing briefings and attend events where appropriate to chaperone and control the media input.

2.8 Contribute to formal reports as necessary.

2.9 To ensure the efficient production of all associated reports and briefings and to ensure systematic documentation, evaluation, monitoring and appraisal of activities, meeting any audit requirements.

2.10 To contribute to the wider work of the Service as required.

2.11 To ensure that health and safety standards are maintained and monitored in all areas of the work and responsibilities of the post.

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

3.0 SUPERVISION RECEIVED

3.1 SUPERVISING OFFICER JOB TITLE: Operational Managers and Head of Illegal Money Lending Team.

3.2 LEVEL OF SUPERVISION – level one.

Left to work within established guidelines subject to scrutiny by supervisor.

4.0 SUPERVISION GIVEN (excludes those who are INDIRECTLY supervised ie through others)

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<tr>
<th>POST TITLE</th>
<th>GRADE</th>
<th>NO OF POSTS</th>
<th>LEVEL OF SUPERVISION*</th>
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5.0 PHYSICAL CONDITIONS:

(i) Hours: 36.5 hours per week

(ii) Workplace: Aston Birmingham, including significant travel across the UK.
CONTACTS:

Media – Written, Radio and Television
Elected Members
Staff in Local Authorities
Staff working in related areas in other City Council departments
Third party organisations including press and media and statutory partners
Community groups
Staff in other local authorities

5.0 SPECIAL CONDITIONS

Out of normal office hours, working will be required, including evenings and weekends, overnights stays and travelling across all regions within England.

The post holder will be required to be suitably experienced and qualified to discharge all tasks and duties associated with the post.

OTHER DETAILS:

The post holder 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 will 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.

There is a need to provide out of hours cover for which appropriate payments will be made in line with the Birmingham Contract.

Birmingham City Council will ensure that all existing and potential employees receive equal consideration, and is committed to the elimination of unlawful or unfair discrimination on the grounds of gender, race, disability, colour, ethnic and national origin, nationality, sexuality, marital status, responsibility for dependants, religion, trade union activity and age.

It is the intention of the City Council that its workforce, at all levels, should reflect the composition of the City’s population. To achieve this, the Council will take active and positive equality on employment.

OBSERVANCE OF THE CITY COUNCIL’S EQUAL OPPORTUNITIES POLICY WILL BE REQUIRED
Person Specification

Post: Press & Communications Officer  
Grade: 4

Division: Regulation and Enforcement  
Section: Illegal Money Lending Service

Method of Assessment (MOA) AF = Application Form; I = Interview; T = Test or Exercise; C = Certificate; P = Presentation.

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<tr>
<td>Education/Qualifications</td>
<td>Further/higher education qualification in journalism or PR (eg NCTJ or CIPR) or equivalent qualification and/or relevant work experience.</td>
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| Experience (Relevant work and other experience) | • Experience of proactive public relations in a complex and large scale organisation.  
• Proven delivery of regional and national news and features coverage from proactively sourced stories  
• Experience of handling tricky media issues, minimising negative coverage and crisis management in a complex and large scale organisation.  
• Designing and delivering media handling plans and measuring results  
• Understanding and experience of working with and building relationships with a range of journalists in the regional and/or national media.  
• Understanding of new media and the shift from traditional news/media outlets. | AF  
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| Skills & Ability      | • An ability to fulfil all spoken aspects of the role with confidence using the English Language as required by Part 7 of the Immigration Act 2016  
  • Work accurately, quickly and calmly to deadline  
  • Excellent and varied writing skills from news to features  
  • A thorough and demonstrable understanding of a range of media issues, including complexities of operation and legal constraints  
  • Ability to work as part of a team, contributing specialist skills and supporting colleagues appropriately with a co-operative outlook  
  • Ability to handle a variety of tasks simultaneously and to prioritise workload effectively to meet deadlines  
  • Ability to respond quickly to new priorities and requests for information  
  • Computer literate in terms of word-processing, spreadsheets, databases, electronic mail, Voyager and People Solutions | AF/I   |
|                       |                                                                                                           |        |
| Training              | Willingness, ability and commitment to continuous self-development and learning in support of this role.                                                                                                    | I      |
| Other                 | • Demonstrated understanding of and commitment to equalities principles and practices  
  • Ability to work weekends, evenings and bank holidays as required  
  • Knowledge of and interest in current issues affecting the sector | AF     |

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