



Communications Officer

Within People and Policy

Grade	9	Job Code	LCC141	Role Type	HYBRID
Team	Communications	Line Manages	N/A	Reports to	Communications and Media Relations Manager

We're looking for a highly motivated Communications Officer to help take our communications to the next level.

Our small but perfectly formed multidisciplinary team is responsible for all of Lancaster City Council's corporate communications, be they via the media, website, social media or print.

We're looking for someone with strong digital skills and experience of producing content for a wide range of external and internal communications channels to bring fresh ideas and a new perspective to our work.

The role will also work with the media to enhance and promote the council's priorities and services.

Key Responsibilities

- Produce high-quality content for internal and external communications, including press releases, newsletters, webpages and social media
- Advise councillors and officers on publicity issues (both positive and negative) and how they should be managed
- Develop communications strategies and plans for public campaigns and initiatives, ensuring consistent messaging and timely delivery across all communication channels
- Coordinate requests to film within the district and maintain a database of suitable locations
- Build and maintain strong relationships with key external stakeholders, including local organisations, community groups, and partners
- Provide day to day support for the council's website and intranet
- Deputise for the Communications and Media Relations manager in their absence
- Contribute to the council's communications response in the event of an emergency or crisis

Primary Measurable Objectives

- Ensure consistent content creation and timely distribution across all channels
- Maintain a calendar to track content creation and ensure regular posting on all channels
- Increase the volume and quality of media coverage for the council's initiatives
- Track media coverage concerning the council
- Track engagement rates on social media channels and contribute to plans to make improvements



- Use Google Analytics to track website traffic, bounce rate, and popular pages.

Staff Management Responsibilities

None.

Person Specification			
Knowledge & Educational Requirements	Essential Criteria	Desirable Criteria	Assessed by: App Form, Interview, Certificate, Test, Other...
Specialised Qualifications & Training	<ul style="list-style-type: none"> • A degree in communications, public relations, journalism, or a related field, or equivalent professional experience 		App Form, Interview, Certificate
Experience	<ul style="list-style-type: none"> • Experience in a communications, media, or public relations role, ideally within the public sector or local government 		App Form, Interview
Job Related Skills, Knowledge & Abilities	<ul style="list-style-type: none"> • Excellent written and verbal communication skills, with the ability to tailor messages for different audiences • Strong understanding of social media platforms and digital 	<ul style="list-style-type: none"> • Experience of using graphic design packages and ability to produce simple posters and leaflets etc • Knowledge and understanding of local authority procedures and 	App Form, Interview



	<p>communication tools.</p> <ul style="list-style-type: none"> • Experience of managing media relations, including handling press enquiries and writing press releases • Experience of video editing and photography and ability to produce engaging content across multiple platforms • Proficient in using Content Management systems (CMS), email marketing software, and Microsoft Office Suite (Word, Excel, PowerPoint) 	<p>systems, including the political dimensions</p> <ul style="list-style-type: none"> • Experience of using Google Analytics to track visits to the corporate website • Knowledge of web accessibility legislation and guidelines, and how it affects the council's digital communications • Experience of crisis communications 	
Personal Attributes Including Interpersonal & Communication Skills	<ul style="list-style-type: none"> • Highly organised and personally competent with all forms of communication, with an ability to provide clear, appropriate and unambiguous advice 		App Form, Interview
Special Requirements/Other	<ul style="list-style-type: none"> • The hours of work are 37 hours per week, Monday to Friday • It may occasionally be necessary to work evening and/or weekends to attend events or respond to emergency situations • Ability to travel around the district to various locations and respond to emergencies 		App Form, Interview



The above duties and responsibilities do not include or define all tasks that may be required of you. Duties and responsibilities may vary without changing the general character or grade of the role.

As a normal part of your job, you are expected to routinely undertake corporate activities on behalf of your Directorate, appropriate to grade of the role.

Please note this is a politically restricted post.