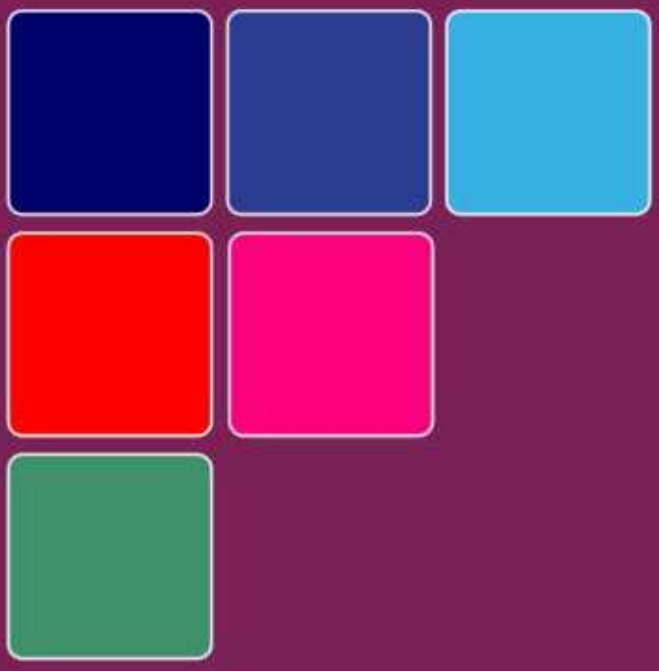
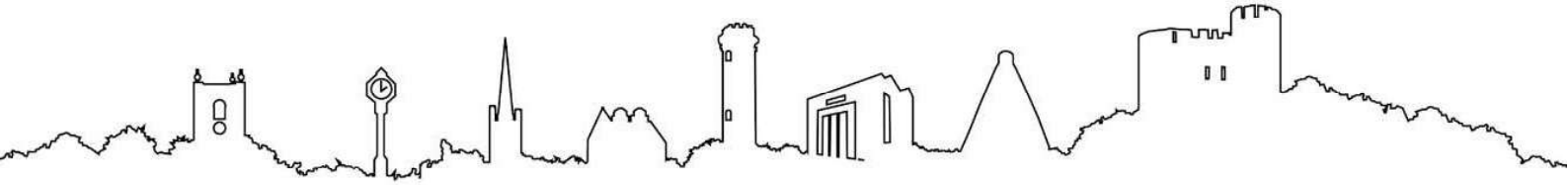
Communications and Public Affairs Officer





Dudley Metropolitan Borough Council

Working as One Council in
the historic capital of the Black Country

DMBC Operating Model 2024 - Vision:

A community-focused, financially resilient, collaborative, and sustainable council delivering the services required to support and meet the essential needs of residents, businesses, and the local economy.
Case for Change July 2024

Our Values:

Our values describe what we stand for and how we operate, and we expect our values to be lived and role-modelled throughout our organisation.



Job Description

Job Title:	Communications and Public Affairs Officer
Grade and Salary:	Grade 9 £40,444 - £43,149
Reports to:	Senior Account Manager (SAM)
Post Number:	CE066

Role Purpose:

- Communication of the council's business and the management of the council's reputation by supporting the development and implementation of the corporate communications strategy through the full range of the marketing mix.

- The work covers both internal and external commmunication and as a council, we are committed to ensuring that our services are accessible to all.

- To act as brand champion for the council.

Specific Responsibilities:

1 Marketing and Communications

- Act as portfolio holder for a range of council priorities and areas of work

- Create strategy for portfolio area of work

- Devise and implement marcomms activity including campaigns, internal and external publications, events, publicity and information material, e-communications applications, marketing collateral, presentations and specialist material (e.g. for road shows / presentations, etc.) and explore new and emerging channels to support strategy

- Support the work of other Groups, partners and stakeholders as agreed with line manager

- Liaise with stakeholders, partners and members

- Liaise with suppliers (e.g. printers/designers/media or other agencies) as necessary to achieve the successful implementation of campaigns or other publicity material in line with the corporate communications strategy

- Monitor, evaluate and report back on all communications activity to ensure organisational learning and best practice through the effective use of resources

2 Media Relations

- Use effective pro-active skills to communicate the council's decisions, policies, strategies and campaigns to the media

- Work closely with senior managers, partners and politicians to manage and respond to media enquiries quickly and effectively

- Develop and maintain key media contacts, locally, regionally and nationally, for the effective using of communications on behalf of the council

- Research and contribute to internal and external communications

- Attend council meetings and other out-of-hours communications activites as appropriate

3 Audience development and engagement

- Develop and implement audience development strategies to increase awareness, engagement and participation across key stakeholder groups.
- Identify and analyse target audiences, using insight and data to tailor communications approaches and maximise reach and impact.
- Build and maintain strong relationships with internal and external audiences, ensuring communications are relevant, accessible and audience-focused.
- Monitor audience trends, behaviours and feedback to inform content planning and continuous improvement of communications activities.
- Evaluate the effectiveness of campaigns and engagement initiatives, producing reports and recommendations based on performance data.

4 Social Media Management and Development

- Manage and develop the organisation's social media channels, ensuring content is timely, engaging and aligned with organisational priorities and brand guidelines.
- Create, commission and schedule high-quality digital content, including copy, graphics, video and multimedia assets.
- Develop and deliver social media campaigns that support organisational objectives, increase audience engagement and grow online communities.

- Monitor social media performance using analytics tools, regularly reporting on key metrics and identifying opportunities to optimise reach and engagement.
- Stay informed of emerging social media trends, platform developments and best practice, recommending innovative approaches to enhance digital communications.
- Manage social media enquiries and interactions, ensuring responses are timely, professional and consistent with organisational policies.
- Work collaboratively with colleagues, partners and stakeholders to identify and promote compelling stories and content across digital channels.

5 Income Generation

- Participate in the identification of revenue streams through external income generation
- Use pro-active communications skills to seek revenue streams through external income generation, and raise awareness of income generation opportunities with the council where necessary.

6 Civic Event Support and Mayoral Service Management

- Support the corporate events team in the organisation of civic events including; agreeing and working towards key objectives and timescales; developing contacts and liaising with relevant partners and stakeholders; implementing promotional campaigns; liaising with partner services and organising post event evaluation
- Support the mayoral service in terms of input and monitoring of the Mayor's diary
- Promote the role of the Mayor through a range of communications channels, and seek out new opportunities to share the civic role externally and internally
- Support the day to day civic engagements including preparing speeches for the Mayor, organising the Mayor's parlour for guests and following civic protocols

7 Administration

- Maintain records of communications planners, monitoring, evaluation, post evaluation feed back to stakeholders and organisational learning that has been gained
- Prepare reports as requested by line manager, including preparation of service level agreements and tender documents

8 Budget Responsibility

- Formulation of budget proposals for communications activities and campaigns which are negotiated with customers and subsequent monitoring of those budgets
- All projects and campaigns led on by the postholder include budget management that can range from £1,000 to over £10,000

9 Staff Responsibility

- Support of communications and public affairs support officer on designated projects
- Lead project teams which may include external personnal e.g. from agencies, partner organisations

10 Corporate Impact

- This is a strategic post which is a vital element in the management of the organisation's reputation. The post-holder will oversee the roll out of a cohesive, corporate approach to marketing and communications within thier portfolio of work and the corporate roll out
- Managing a sustained, proactive approach and handling sensitive issues which preserve and build on the reputation of the authority are key requirements of the post
- The postholder will also perform a vital role in enhancing and defending the council's reputation in crisis situations through effective, strategic communications

11 General

- Attend evening and weekend meetings and other communications activities as required
- The postholder will be responsible for ensuring that all functions and responsibilities comply with and respond accurately to relevant legislation and council policy and procedure, for example health and safety, data protection and freedom of information
- Have regard for your own, colleagues and visitors health and safety, proactively contributing to a safe and healthy working envionment
- To maintain continuous professional development in line with the requirement of the job and management standards

Key Responsibilities:

- To be accountable for and promote equality, diversity and community cohesion to meet Group, Department and Function objectives. All employees have a responsibility not only for their own behaviour, but also for others regarding equality of opportunity. Any incident must be reported.

- To participate in a Performance Review and Development meeting and undertake a plan of training where necessary. Develop his/her own skills and expertise in a professional manner.

- In addition to all the responsibilities listed above, all employees must be flexible in their approach and undertake other duties that are commensurate with post holder's level, wherever they may be, to achieve the objectives of the Group.

- To represent the Council and Group in a professional manner meeting the Corporate and Group aims. To comply with Group and Corporate policies.

- If appropriate to be responsible for the recruitment and performance management of designated teams and individuals in accordance with Corporate and Group aims and management style.

- To comply with the council's financial regulation and standing orders

- To actively promote Dudley's commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults at a level appropriate to this group.

- Employees must comply with health and safety legislation and will be required to comply with the Council's Health and Safety Policies. All employees must ensure that they take reasonable care of their own health and safety as well as the health and safety of any person that is affected by their actions.

- To be responsible for adhering to legislative requirements and Council Policies and Procedures including, but not exclusively health & safety, Data Protection and Internet/Email use.

Special Conditions:

Driving Licence will be subject to checking with the DVLA. It is a council requirement to have Business Use Car Insurance and a valid MOT certificate (For cars over 3 years old)

The post holder is required to work onsite 3 days per week

Prepared by:	Holly Bremner
Date:	07/07/2026

Person Specification

Essential criteria:

Qualifications and Experience		Application form	Technical assessment	Interview
1.	Experience in a marketing and communications role to include project management and public relations	X	X	X
2.	Evidence of success in building and forming relationships at all levels of local government – both political and officers.	X		X
3.	Evidence of effective monitoring, analysis and report generation	X		X
4.	Experience of crisis management working with stakeholders to achieve communications objectives and reinforce/defend the council's reputation	X		X
5.	Experience in the preparation and delivery of reports and presentations	X		X
6.	Experience of working in a complex and challenging political environment	X	X	X
7.	Educated to degree standard or equivalent in a discipline relevant to the activities of the post.	X		
Skills and abilities				
8.	Proven commitment to public service and the ability to champion equality, diversity and inclusion and embedding these as core values	X		
9.	Expert knowledge of marketing and communications	X	X	X
10.	Expert knowledge and understanding of the media both in crisis and day to day work	X	X	X
11.	Expert knowledge of audience development and engagement	X	X	X
12.	Expert knowledge of social media development and engagement	X	X	X
13.	Verbal and written skills to communicate clearly and effectively with a wide range of stakeholders including the media, employees, general public, politicians, businesses and senior managers	X	X	X

14.	Able to use and exploit a range of information communication technology systems including Microsoft office	X		
15.	Knowledge and understanding of, and the ability to work within a complex political environment	X	X	X
16.	Ability to meet deadlines for the production of information, news releases and responses to enquiries	X		X
17.	Ability to convey complex statistical and written information in a clear, user friendly and non-technical manner	X	X	X
18.	Understanding of the issues facing local government	X		X
19.	Political sensitivity	X		X
20.	Knowledge of and ability to generate robust marketing and communications strategies	X	X	X
21.	Ability to positively reflect issues to accurately portray facts	X		X
22.	Personal enthusiasm, motivation and commitment to 'get the job done'	X		X
23.	Ability to balance speed with accuracy at all levels of communications	X	X	
24.	Patience and stamina to support the development of a positive communications culture throughout the organisation	X		X
25.	Team player	X		X