# EAST SUSSEX COUNTY COUNCIL JOB DESCRIPTION

# JOB TITLE: Communication and Engagement Officer

# DEPARTMENT: Communities, Economy and Transport

# LOCATION: Flexible within the South East

# GRADE: [East Sussex Single Status Grade 10](https://www.eastsussex.gov.uk/jobs/benefits/east-sussex-single-status)

# RESPONSIBLE TO: Communications Manager / Stakeholder Engagement Manager

# Purpose of the Role:

Transport for the South East is the sub-national transport body for the South East of England. Our partnership brings together 16 local transport authorities, five local enterprise partnerships, 46 district and borough authorities and a wider range of stakeholders from the worlds of transport, business and the environment. Together, we’re dedicated to creating an integrated and sustainable transport system that makes the South East more productive and competitive, improves the quality of life for all our residents, delivers carbon emission reductions and protects and enhances our unique natural and built environment.

Our thirty-year strategy sets out how investment in better, more sustainable transport can help grow our region’s economy, create new jobs, increase opportunity and quality of life and hit net-zero carbon emissions. We are in the process of producing our Strategic Investment Plan, the 30-year blueprint for strategic transport investment in the south east. This will empower the South East to clearly communicate to Government its investment priorities and will formalise the relationship with delivery bodies, including Network Rail and National Highways, so that TfSE can inform their investment programmes based on the requirements of communities, passengers, businesses and decision-makers across the region.

The post holder will support the work of the communications and engagement managers, including activities such as maintaining and monitoring the website, organising and attending events and supporting the ongoing maintenance of TfSE’s contact database.

# Key tasks:

1. Writing content for a variety of channels and audiences and editing and proof-reading the team’s communication material ensuring that delivery is matched to the objectives of the TfSE communications and engagement strategy.
2. Assist the Communications Manager in promoting the work of TfSE and in maintaining and monitoring [www.tfse.org.uk](http://www.tfse.org.uk) and the organisation’s social media channels.
3. Work closely with the stakeholder engagement manager to support stakeholders with promoting awareness, understanding and actions that further TfSE objectives.
4. Assimilating technical information to produce communication material that can engage a wider audience, including e-newsletters, presentations, displays, event flyers, leaflets and videos.
5. Support TfSE’s consultation programme to inform emerging transport strategies.
6. Assisting with the maintenance and growth of the TfSE contact database ensuring communication material is targeted at appropriate audiences.
7. Monitoring the use of the organisation’s style guidelines to ensure a consistent approach across all communication materials.
8. Organising and attending events, presenting the work of TfSE if required.
9. Provide administrative support for the TfSE Communication and Stakeholder Engagement Working Group.
10. Assist with monitoring and evaluating communication activities.
11. Producing reports and presentations for TfSE as requested.
12. Developing relationships with organisations at a local, regional and national level to further awareness of TfSE and the role of Sub National Transport Bodies and develop communications expertise.
13. Supporting the development of the TfSE work programme, Annual Plan and Business Case and ensuring communication activity meets strategy objectives.
14. To participate in the appraisal process and training and development activities identified as a result of that process.
15. Apply consistently the principles of Equal Opportunities and embodied in the County Council’s policies and practices through the duties that are outlined above.
16. To be aware of ESCC health and safety policies and procedures; to be responsible for your own health and safety whilst at work, and to ensure that you do not endanger anyone else.
17. Undertake such additional duties commensurate with the grading of the post as required.

This job description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

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# EAST SUSSEX COUNTY COUNCIL PERSON SPECIFICATION

# Essential key skills and abilities

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| These criteria will be assessed at the application and interview stage |
| * Developed ICT skills
* Ability to organise own and others workloads to meet deadlines and to deal with conflicting demands
* Able to use own initiative to solve problems
* Ability to communicate effectively with a range of customers using tact, diplomacy and negotiation skills
* Ability to collate and analyse data and undertake research showing attention to detail and a high level of accuracy
* Ability to solve complex problems and develop solutions
* Coaching and mentoring skills
* Ability to converse at ease with customer and provide advice in accurate spoken English
* Excellent at writing for different audiences and different channels including the web and social media.
* High standard of IT skills and ability to use image editing software.
* Able to prioritise and manage workloads effectively
* Ability to identify and realise communication and marketing opportunities.
* Good eye for design and detail.
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# Essential education and qualifications.

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| These criteria will be evidenced via certificates, or at interview |
| * QCF Level 5 qualification or equivalent experience.
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# Essential knowledge

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| These criteria will be assessed at the application and interview stage |
| * Working knowledge of Microsoft Office (in particular Outlook, Word and Excel)
* Developed knowledge of the services provided by the directorate, statutory duties of the service and best practice in the specialist field
* Developed knowledge of the area of specialism the team is responsible for, including a broad technical knowledge
* Budget planning and monitoring principles and processes
* Communication and engagement and marketing techniques
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# Essential experience

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| These criteria will be assessed at the application and interview stage |
| * Significant customer service experience
* Problem solving and innovation
* Copywriting for a variety of uses e.g. press releases, web, e-newsletters, magazines, leaflets, annual reviews.
* Developing and delivering communication projects that fulfil the objectives of the task.
* Using IT to enable communication activities.
* Building audience reach and engagement.
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# Other essential criteria

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| These criteria will be assessed at the application and interview stage |
| * Good interpersonal skills.
* Strong customer service ethos
* Ability to work in a team.
* Able to remain calm under pressure.
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**Date (drawn up): May 2022**

**Name of Officer(s) drawing up person specifications: Lucy Dixon-Thompson, Hollie Farley**

**Job Evaluation Reference: 12678**

Health & Safety Functions

This section is to make you aware of any health & safety related functions you may be expected to either perform or to which may be exposed in relation to the post you are applying for. This information will help you if successful in your application identify any health-related condition which may impact on your ability to perform the job role, enabling us to support you in your employment by way of reasonable adjustments or workplace support.

| **Function** | **Applicable to role**  |
| --- | --- |
| Using display screen equipment  | Yes |
| Working with children/vulnerable adults | No |
| Moving & handling operations | No |
| Occupational Driving | No |
| Lone Working | No |
| Working at height | No |
| Shift / night work | No |
| Working with hazardous substances | No |
| Using power tools | No |
| Exposure to noise and /or vibration | No |
| Food handling | No |
| Exposure to blood /body fluids | No |