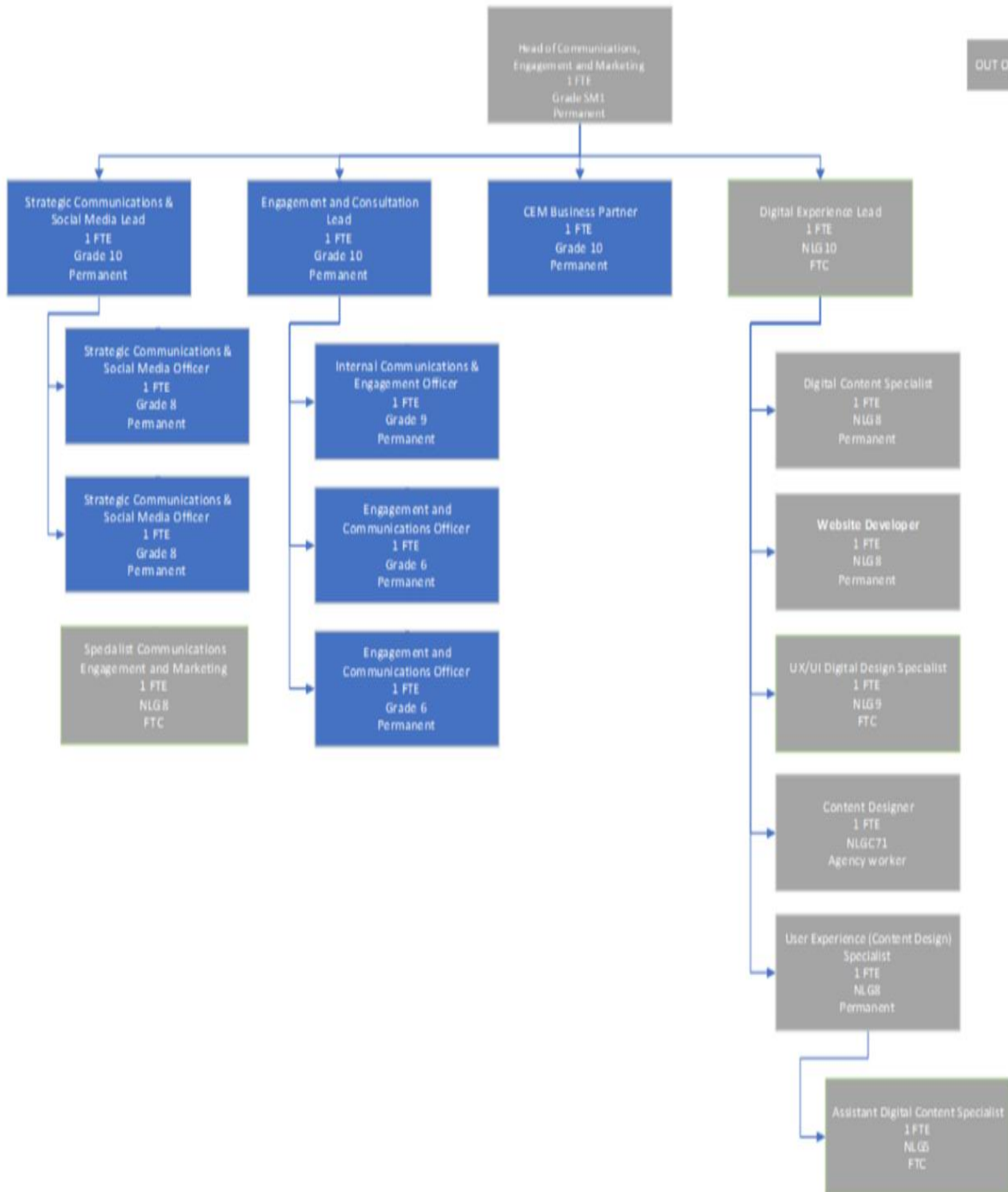
 WOKINGHAM BOROUGH COUNCIL	Job Description		Job Reference
Job Title	Engagement and Communications Officer		
Service	Chief Executive Office	Team	Communications, Engagement and Marketing
Location	Hybrid (role will required attendance at occasionally in-person meetings)		
Reports to	Engagement and Consultation Lead		
Responsible for	N/A		
Grade	Type of position:		Date
G6	Permanent, Full time		Nov 2024
<p>This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.</p>			
<u>Service Purpose</u>			
<p>To keep residents informed of WBC activities and decisions and to enhance the council’s reputation through clear and accurate communications.</p> <p>To ensure staff receive the corporate information they need to do their jobs</p> <p>To support council teams to engage and consult with residents and stakeholders</p>			
<u>Purpose of the role</u>			
<p>To deliver online consultations and lower profile engagement projects</p> <p>To support the promotion of consultation and engagement via WBC’s corporate communication channels and direct communication to stakeholders</p> <p>To create engaging web, social media content, newsletters, news releases and other channels to promote consultation and engagement</p> <p>To support with media enquiries about engagement, consultation and communications.</p>			

<u>Main Accountabilities</u>	
1	To deliver engagement and consultation campaigns that ensure residents' views and experiences are considered when WBC makes major decisions and designs services.
2	To support the development and maintenance of a forward programme of engagement projects and consultations.
3	To deliver engagement and consultation via WBC's Engage Wokingham Borough (online platform).
4	To monitor and maintain the Engage platform, ensuring surveys are up-to-date, findings are sent to services and feedback is being provided to respondents.
5	Promoting engagement and consultation activity will include use of: <ul style="list-style-type: none"> • E-newsletters (Wokingham Borough Connect) • Social media • News releases • Printed material content
6	To support the commercialisation programme and income generating activities through targeted communications campaigns.
7	To support WBC's response to major incidents.
8	To support development of the council's brand and champion its adoption across all WBC.
9	To provide communications support to a limited number of strategic communications campaigns and/or priorities.
10	To provide regular / BAU communications support on non-priority areas including responding to media enquiries.
Supervision Received	Role reports to Engagement and Consultation Lead who will provide strategic direction, guidance and oversight of major projects
Supervision Given	N/A
Contacts & Working Relationships	Role will involve occasional working with Executive Members, Directors and Assistant Directors as well as service managers
Management of resources or budget	No direct budget responsibility
Special Factors	Role will require political acumen as it will deal with sensitive issues affecting the reputation of the council

Organisation Chart

OUT OF SCOPE



<u>Person Specification</u>		
Qualifications	Essential	Desirable
Degree level or equivalent professional qualification		Yes
Evidence of continued professional development or commitment to informal learning and improvement		Yes
Technical Skills.	Essential	Desirable
Proficient social media content creation		Yes
Proficient writer in range of styles such as web content, social media content, newsletters and news releases	Yes	
Proficient user of consultation and engagement platform		Yes
Knowledge	Essential	Desirable
Understanding of local government and experience working for public sector body		Yes
Experience	Essential	Desirable
Experience working on consultations or engagement		Yes
Experience working in corporate communications, media or engagement		Yes
Other	Essential	Desirable
Completed by:	David Allen	Date: November 2024