



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

JOB DESCRIPTION

Job Title	Communications and Public Information Officer
Position Number(s)	TBC
Department	Business Improvement
Section or Service	Business Support
Salary	£27,300 to £36,900
Hours	36 hours per week Monday to Friday

DESIGNATION:

Responsible to:	Communications and Public Information Manager
Employees directly supervised (if applicable):	N/A

1. JOB PURPOSE:

- To assist the Communications and Public Information Manager (Housing) to ensure effective communication with residents and staff within the department. It includes coordinating numerous internal and external publications for a variety of audiences.

2. DESCRIPTION OF DUTIES:

- Draft or edit and proof read public information including letters, newsletters, leaflets and web text in conjunction with the relevant service area and service users, where appropriate
- Act as a guardian of the Council's corporate identity, promoting it and ensuring all housing communications adhere to the Council's standards
- Brief designers and printers and manage the production process
- Liaise with external agencies including distribution companies and translation agencies where needed
- Ensure that operational staff and managers are offered clear guidance on the design, production and distribution of public information they seek to produce
- Work closely with the central communications team, senior officers, managers and staff as well as partner agencies to ensure effective communications exist throughout the organisation and beyond
- Answer internal queries in relation to communications and public information
- Assist in planning events (both internal and external) and preparing promotional materials
- Participate in service meetings and contribute to business planning and the strategic direction of the service
- Carry out the responsibilities of the post at all times with due regard to equal opportunities, The Data Protection Act and the maintenance of confidentiality and resident choice
- The duties and responsibilities outlined in this job profile are indicative of the role, however they are not exhaustive and may be subject to change. In addition, you will be required to undertake other reasonable duties as directed by your manager.

Continue on separate sheet if necessary.

I agree to the above job description

Post Holder.....

Date.....

Director / Chief Officer.....

Date.....

SELECTION CRITERIA/PERSON SPECIFICATION

Job Title:	Communications and Public Information Officer
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Conditions to Note :

Candidates:

When completing your application form, please address your answers directly to each of the selection criteria below. This enables the panel to assess your ability to meet each criterion. It's essential that you give at least one example of your ability to meet each of the 4 Values and Behaviours: Putting Communities First, Respect, Integrity and Working Together.

Recruiting Managers:

The following values and behaviours are essential criteria in each post and must be addressed directly by candidates. The Guidance Notes on values and behaviours for managers give example questions to probe candidates in the interview and application stages of the recruitment process.

Values & Behaviours

The Royal Borough of Kensington and Chelsea has identified 4 key behaviours and values which should be demonstrated by all council employees. Successful candidates will show the ability to meet these behaviours. Candidates applying for managerial/leadership roles should also demonstrate two additional leadership behaviours.

A	Equal Opportunities Demonstrate an understanding of and commitment to Council policies in relation to Equal Opportunity, Customer Care and service delivery, and the ability to implement these policies in the workplace.
B	Qualifications <ul style="list-style-type: none"> Degree level or equivalent
C	Knowledge & Experience <ul style="list-style-type: none"> Currently working in the field with significant and demonstrable communications and public information management and writing experience Knowledge of the public sector preferable, particularly in the area of housing Well-developed reading, written and oral communication skills Ability to interpret complex information and present it simply and clearly, using 'plain English' Ability to pay close attention to detail is vital Ability to produce information in a variety of formats

	<ul style="list-style-type: none"> • Must be creative and forthcoming with ideas for the department's communications and public information activities • Good time management skills and ability to prioritise workload • Good keyboard skills, sound experience of Microsoft Office • Ability to work under pressure and meet deadlines • Ability to work independently as well as part of a team and be self-motivating • Be confident, diplomatic and tactful when dealing with a range of people and subjects • Have the ability to build relationships with key personnel within and outside the organisation • Must demonstrate the highest levels of integrity and professionalism and be politically sensitive when acting as a representative of the Council • A flexible approach to working hours - willing to attend Council meetings and respond to changing deadlines
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OUR VALUES	BEHAVIOURS	HOW RESIDENTS WILL FEEL
PUTTING COMMUNITIES FIRST We put local people at the heart of decision making in everything we do. We seek to include and involve: all voices matter. We provide quality services that are responsive, effective and efficient	<ul style="list-style-type: none"> • I actively involve and include the communities that I serve in my work • I will reflect the views of the communities in my daily work • I will improve the service I provide through seeking feedback from others 	<ul style="list-style-type: none"> • I have been included • I can see how my views have been taken into account • I can see improvements and developments based on my input
RESPECT We listen to everyone and value the personal experiences of people in our communities and of each other We adopt a fair, and involving approach regardless of any way in which an individual is different to us	<ul style="list-style-type: none"> • I adapt my approach to take account of all differences and cultures in the community and with colleagues • I ensure I am equitable and fair by including those who are quiet or may not be able to represent themselves • I communicate in a way that is respectful, encourages involvement and meets people's needs 	<ul style="list-style-type: none"> • I feel my culture and background are respected • I have confidence that action is being taken • I feel I am treated fairly
INTEGRITY We act with openness, honesty, compassion, responsibility and humility. We let people know what we are doing and communicate why and how decisions have been made.	<ul style="list-style-type: none"> • I demonstrate empathy in my interactions with others • I am honest and transparent about the decisions I take • I follow through on the actions I say I will take and take ownership for communicating the outcome 	<ul style="list-style-type: none"> • I am told when something is not possible and the reasons why are explained to me • I feel my perspective is listened to and understood • I feel my views are valued
WORKING TOGETHER We work together and in partnership with everyone that has an impact on the lives of our residents. We want to understand, learn from each other and continually adapt	<ul style="list-style-type: none"> • I work with others to provide an effective service for residents, local communities and other departments within the Council • I seek ways to work with other departments to deliver a seamless service and find opportunities to improve • I seek out opportunities to learn from my colleagues and build on good practice 	<ul style="list-style-type: none"> • I can get my issue resolved without being passed around departments • I find it easy to access the services that I need • I feel the Council is open to new ideas