



JOB DESCRIPTION

READING BOROUGH COUNCIL	Department/Directorate: XXXXXXXX
Post Reference No: XXXXXX	Location: re3 Office, Smallmead, Reading
Job Title: re3 Marketing and Communications Officer	Grade/Salary Range: XXXXXXX

JOB PURPOSE

To undertake and co-ordinate marketing and communications activities in support of the waste management objectives of re3 partnership.

To liaise with the respective communications teams across the re3 councils in support of the shared waste services and objectives.

DESIGNATION OF POST AND POSITION WITHIN DEPARTMENTAL STRUCTURE

The postholder will be employed by Reading Borough Council but will support each of the re3 partnership councils (Bracknell-Forest, Reading and Wokingham Borough's).

MAIN DUTIES AND RESPONSIBILITIES

1. To coordinate the implementation of the re3 Communications Strategy across the re3 partner councils.
2. To ensure that all communications activities in relation to re3 reflect the aims and priorities of the re3 partnership.
3. To devise effective communication and/or marketing methods to ensure that re3 messages are communicated effectively to key stakeholders.
4. Within the scope of the re3 partnership, to devise and deliver an effective and sustainable strategy for the use of social platforms.
5. To co-ordinate communications activities related to the re3 partnership to ensure joined-up communications and consistent messaging.
6. To undertake other duties as directed in line with the aims of the re3 partnership including supporting any necessary consultation activities.
7. As required, take responsibility for the writing, design and production of publications and other publicity material.
8. Ensure correct use of branding and maintenance of the corporate image of the re3 partnership.
9. Develop effective working relationships across the range of colleagues and partner organisations related to the re3 partnership.

SCOPE OF JOB (Budgetary/Resource control, Impact)

The post holds no line management or direct budget responsibilities.

Please note this is a politically restricted post under the Local Government & Housing Act 1989 (Restricted Posts) - please see enclosed document

PERSON SPECIFICATION



Reading Borough Council	Department/Directorate: XXXXXX
Job Title: re3 Marketing and Communications Officer	Post Reference No: XXXXXX

Qualifications/Education/Training:

1. Good standard of education
2. Experience of using IT
3. Recognised journalism, PR or marketing qualification

Experience:

1. At least 3 years experience in marketing/PR or journalism (ideally part of this time spent dealing with waste related issues).
2. A good knowledge of Local Authority working.
3. Ability to communicate effectively with a diverse range of people.
2. Proven track record of working with partners in outside organisations.
3. Ability to cope effectively with the competing priorities which arise when working in partnership.
4. Able to produce a high standard of work to agreed deadlines.
5. Awareness of current affairs and how they relate to waste policy.
6. Experience of initiating work and producing creative and imaginative solutions to problems.
7. Demonstration of integrity and credibility.
8. Experience in market research and management information systems.
9. Experience in briefing and managing outside designers, PR agencies, research companies and other suppliers.
10. Experience of dealing with media.

Skills and Abilities:

1. Ability to provide and manage workable strategic Marketing and Marketing Communications plans
2. Ability to interpret and communicate data and information
3. Manage major self-contained marketing/ publicity/consultation projects to budget.
4. Demonstrate political sensitivity and awareness
5. Self-motivated with the ability to work on own initiative or as part of a wider team.
6. Ability to come up with creative and workable solutions to problems.
7. Devise, implement and evaluate marketing strategies and plans.
8. Experience in producing a range of publications and other marketing and publicity material to a high standard in-house and using external suppliers
9. Good communication and presentation skills to convey the importance of effective marketing to officers and members.
10. Awareness of the principles of equal opportunities and the importance of meeting the needs of all sectors of the community.
11. Experience of market research and consultation.
12. An understanding of Website management and
13. Ability to work on and manage multiple projects at once.
14. Ensuring deadlines are met and budgets adhered to.

Contract of employment with Reading Borough Council Terms and Conditions.

Specific Working Requirements

- **Valid driving licence.**
- **From time to time there may be a requirement to work additional hours, for example to attend meetings in the evening or at weekends. Accordingly, flexibility for some out of core hour's work will be necessary.**
- **Commitment to the Council's Equal Opportunities Policy and ability to apply EO principles across all aspects of the service.**
- **Commitment to the Council's Key Values.**
- **Commitment and support of the e-government concept.**
- **Level 2 Health and Safety Training.**
- **Politically restricted post.**