

Copywriter

Department	Customer and Digital Services
Pay Grade	G4
Responsible to	Digital Communications Manager

Role Purpose

To work with the Council's communications team and service areas on the planning, production, and publication of easily accessible and functional information for various media outlets to inform residents and visitors of the services the Council provides. To work with and advise key stakeholders on best practice methods for relevant content that improves customers' experience with the Council.

Role Specific Responsibilities / Accountabilities

- Assist the Communications Team and individual Heads of Service to plan and create engaging and compelling content for inclusion in internal and external media both online and in publications such as the residents' magazine and other print media.
- Research and write magazine articles, media releases and statements for a range of media outlets to enable the Council to inform residents of the services it provides.
- Draft informative and engaging copy to showcase the Council's broad range of services, activities, and events.
- Assist in handling media enquiries to ensure swift and accurate responses.
- Attend PR events and photo shoots, taking photos and video as required to support stories.
- Actively review and manage all content, updating as necessary, to ensure that it is relevant and published in a time appropriate manner.
- Translate complex information into content which can easily be understood by a range of audiences.
- Implement the Council's media protocol and advise and work with representatives from each service area on best practice approach.
- Foster effective, supportive working relationships with internal and external stakeholders to generate ideas for articles.
- Assist in the review, development and implementation of policies and procedures for this area of work to ensure the media protocol is followed. Work with service areas to ensure they are kept up to date with changes to policies/procedures.
- To carry out such other duties that may reasonably be required.

Knowledge, Skills and Qualifications

Minimum knowledge, skills and qualifications required to perform this role, relevant experience may be a substitute.

Essential Criteria

- Proven and demonstrable experience in writing content for various media outlets, including magazines.
- Experience within a communications environment such as a PR/media officer, working on media and marketing campaigns.
- Excellent writing skills including spelling and grammar, enabling you to write independently for corporate publications.
- Ability to advise, train and support all departments on communication issues and media handling.
- Confidence in own communications experience and knowledge, and the ability to assert this when required.
- Ability to organise, prioritise and manage a number of ongoing projects, both ad hoc requests and planned pieces.
- Strong interpersonal skills, including the ability to liaise with both internal and external stakeholders.
- 5 GCSEs (or equivalent) including Maths and English.

Desirable Criteria

- Experience and knowledge of corporate publicity photography.
- Professional qualification, such as Chartered Institute for Public Relations (CIPR), National Council for Training of Journalists (NCTJ) or relevant equivalent.

Appendix

Generic Employee Responsibilities / Accountabilities

- Contribute to the delivery of the corporate objectives of the council developing good working relationships to promote the interests and reputation of the council building a positive image of the organisation.
- Participate in a culture of learning, collaborative working and excellence to build a culture of high performance, which inspires and supports the delivery of the council's Corporate Plan.
- Ensure that all duties are carried out in compliance with relevant statutory processes, corporate policies and the council's constitution.
- Proactively seek opportunities to continuously improve ways of working and council services by evaluating activities to enhance performance.
- Promote equality, diversity, access to services and tackling discrimination both within and outside the council to ensure there is a clear and consistent focus across the organisation and its partners in delivering an inclusive customer experience to all.

- Generally to comply with the Health and Safety policy and guidance ensuring the required mechanisms are used and to support the promotion of a culture of good health, safety and welfare, especially if nominated or appointed specifically to carry out simple checks at your place of work and log the activity.
- Follow the council's safeguarding procedures and promote the welfare of children, young people and vulnerable adults across council services.
- Participate in risk management in service areas and follow required reporting procedures, as appropriate, to minimise risks to the council's operations.
- Follow and adhere to all Data Protection procedures and processes in accordance with relevant legislation ensuring all personal data of employees, members of the public and clients is used appropriately and retained within guidelines.
- The Returning Officer in this constituency is responsible for the election process. There is an expectation that council employees will, as reasonably requested to do so, assist the returning officer in election processes.
- In the event of a major incident or disaster you may be required to provide assistance in whatever capacity necessary to provide the necessary organisation, co-ordination and supply of resources to support the local key emergency services.

Generic Employee Behaviours

Our behaviours framework links to our values and identifies the core knowledge, skills, behaviours and attitudes we require from our people to deliver services.

Customer Focus

- Deliver a high standard of customer services
- Develop effective customer relationships
- Improve customer service to meet local needs and aspirations

Achieving Excellence

- Strive to be excellent
- Deliver increasing efficiency / effectiveness
- Use taxpayers' money wisely to deliver the highest quality services to the satisfaction of our customers

Our People

- Work collaboratively together as one team
- Invest in own performance and career and support colleagues
- Work creatively and responsibly