



Senior Campaigns Officer

Reports to:	Campaigns Manager		
Department:	Communications, Insight & Innovation	Grade:	PO2
DBS Status:	Not required	Politically restricted:	Yes

Job Purpose:

1. Contribute to the delivery of the Corporate Communications Strategy.
2. Enhance and protect the reputation of the council, driving demonstrable improvements in the way the council reaches, engages and influences key audiences, including residents, partners and stakeholders.
3. Plan and deliver impactful, integrated behaviour change campaigns that deliver against corporate objectives, working collaboratively with communications colleagues and relevant services.
4. Offer sound communications advice to officers and elected members, building productive working relationships and deputising for Campaigns Manager and Press, Channels & Content Manager as required.

Values

Collaborate proactively.
 Lead inclusively.
 Embrace change.
 Be bold and curious.
 Celebrate and share our success.

Job specific roles and responsibilities

1. Give sound communications advice to colleagues across the council, including senior leaders.
2. Build and maintain a network of internal contacts to maximise the ability of the corporate communications team to proactively identify areas where its expertise could add value.
3. Design impactful, integrated marketing campaigns with clearly defined objectives. Draw on principles and techniques from marketing and behavioural science and devise creative concepts to ensure cut-through with target audiences, taking advantage of owned, earned and paid channels.
4. Advise, guide and influence colleagues, elected members and partners to ensure plans are credible, deliverable and represent value for money.
5. Deliver planned activities to a high standard, monitoring the impact of various approaches and learning/adapting as needed. Ensure the reputation of the council is enhanced and protected, mitigating any reputational risks as needed.

6. Proactively seek out opportunities to work more effectively across teams and partners, to deliver key corporate and campaign messages to target audiences, and to drive greater consistency of Brent Council's brand and tone of voice.
7. Write timely, engaging content, including press releases, opinion pieces, news stories, *YourBrent Magazine* articles, e-newsletter items, social media posts, and website copy.
8. Produce multimedia content, including filming and editing videos, taking photos, and interviewing case studies. This will involve travel around the borough.
9. Brief designers and videographers as needed with clear, creative briefs.
10. Manage campaign budgets, ensuring costs are kept within an agreed envelope and tactics represent good value for money.
11. The Campaigns Officer will be required to work occasional evenings and weekends, to cover events and other activities. They may be asked to join the rota for the council's out of hours media service depending on the needs of the service – this involves responding to media calls, checking urgent emails, formulating responses with officers and senior communications staff and, if required, being aware of major developments on social media and drafting briefings.
12. Measure the impact of different tactics, learning from what does and doesn't work, and driving demonstrable improvements in the way the council reaches and engages key audiences. Track media coverage, social media engagement, and any other relevant evaluation measures. Provide reports to the Campaigns Manager, senior officers and elected members on the effectiveness and impact of our communication efforts.
13. Keep up to date with the best practice in corporate communications and marketing. Actively research regional and national issues of relevance to the council's core aims and apply any learnings to the work of the communications team.
14. To advise colleagues in relevant service areas to ensure that all materials produced are in compliance with the 1988 Local Government Act on publicity.
15. Make a positive contribution to the delivery of the communications service, including working flexibly and positively and proactively suggesting ways to make the team more efficient and cost effective
16. Safeguarding is everyone's responsibility and all employees are required to act in such a way that at all times safeguards the health and well-being of children and vulnerable adults.
17. Undertake any other duties commensurate with the general level of responsibility of this post.

Essential Requirements (key skills & qualifications)

Knowledge and Qualifications

1. Relevant professional communications qualification in marketing or related communications field.

2. A proven track record of working successfully in corporate communications, marketing or digital communications.
3. Knowledge of behaviour change and marketing principles, as well as effective communications across digital and social media platforms
4. Knowledge of how to use data to inform campaign planning, as well as how to measure and evaluate the performance of a campaign (the OASIS model).
5. An understanding of issues relating to communication within local government.

Experience

6. Experience working in communications or marketing, with experience of creating campaigns that change behaviour
7. Track record of developing and sustaining effective professional relationships, influencing and collaborating across teams
8. Experience of identifying new and driving existing marketing initiatives
9. Significant track record of managing campaigns to deliver agreed results and meet agreed deadlines
10. Experience using smart phones to create high quality short videos and photos
11. Demonstrable experience of using content management systems, Microsoft packages, and image/video editing software

Skills and Abilities

12. Ability to identify and manage confidential and sensitive information and to operate with professionalism and integrity.
13. Demonstrably good oral and written communication skill
14. Ability to operate with integrity and professionalism
15. Ability to effectively manage diaries
16. Attention to detail and a good eye for presentation
17. The ability to work independently, think analytically and to plan, implement and review work
18. Ability to work autonomously and within a team and prioritise workload
19. Demonstrate an ability to work with other professionals and agencies when working on outreach or marketing activities/ arrangements
20. Ability to collate and present data
21. Creative thinking, copy writing and proof-reading skills, and the ability to use or easily learn how to use software
22. Experience and the ability to work to targets and deadlines
23. The ability to communicate effectively, verbally and in writing and ability to use these skills to develop effective marketing material and activities
24. A commitment to the council's equal opportunities policies and the ability to understand and implement the policies in relation to the job description.

Desirable Criteria

1. Experience of working in a local government communications environment.

Within reason these key deliverables may evolve to meet service need and it is expected that the postholder will be flexible and adaptable in their delivery to meet both service and council wide needs