

<u>Job title:</u> Communications Officer	<u>Directorate:</u> Policy & Resources
<u>Post number:</u>	<u>Division:</u> Legal & Democratic
<u>Grade:</u> 7	<u>Section/team:</u> Communications
<p><u>Overall purpose of job:</u></p> <p>To provide professional communication services for the council across a range of communication channels, internally and externally, including predominantly the website, and support for Intralinc, <i>People</i> newsletter, magazine, social media and pro-active media relations.</p> <p>Post holders will be expected to be flexible in undertaking the duties and responsibilities attached to their post and may be asked to perform other duties, which reasonably correspond to the general character of the post and are commensurate with its level of responsibility.</p>	

Main responsibilities:

- 1 Provides professionally produced copywriting material for all the council's communication channels, both internal and external. Predominantly the website and social media.
- 2 Responds to requests from colleagues in Communications for copywriting expertise that enables a 'seamless' service to be provided, efficiently and effectively, to clients, both internal and external.
- 3 Provides professional communications advice and guidance to officers and members and prepares news releases and statements to maximise media coverage, including involvement in online PR campaigns and crisis management.
- 4 Reports to the Senior Communications Officer and acts as a generic communications officer on all aspects of pro-active communications across the division on behalf of the council.
- 5 Assists service units with copywriting expertise and guidance for standard letters and correspondence, ensuring these meet quality standards, the council's style guide and readability levels.
- 6 Prepares and disseminates council-wide messages to employees in line with agreed guidelines as a member of internal communication network.
- 7 Prepares high quality written communication materials for a range of audiences, consistent with the council's overall tone and style, editing content from other service areas as required, and ensuring that all information is up to date.
- 8 Performs other related duties to develop the main online communication channels and support a professional communications service for the council.

Knowledge, skill and experience:

- Copywriter or journalistic experience in public, voluntary or business sectors.
(To include:- taking briefs/interviewing/turning copy into suitable format for publication)
- Knowledge of the needs of different audiences and communication channels.
- Confidence and competence to advise senior members and officers on a range of PR issues/communication requests.
- Experience of working to tight deadlines while meeting client demands and expectations.
- Good organisational and time management skills.
- Excellent interpersonal and communication skills.
- Research experience.
- Ability to generate often complex, technical information and present it in plain English whilst engaging the audience.
- Good IT/ keyboard and telephone skills.
- Self-motivated.
- Persuasion & influencing skills.

Creativity and innovation:

- Use of initiative to work creatively and often alone to identify material for copywriting for a wide range of communication channels – both internal and external.
- Use of creative skills and experience to identify original and creative angles to content that may lack apparent potential in its original form.
- Interpret clients' needs and advise to maximise the communication impact of a proposal.
- Ability and self-confidence to advise clients against using inappropriate, ineffective or expensive communication channels.
- Able to work creatively with other Communications colleagues to optimise the effectiveness, impact and value-for-money of the council's overall communications output and spend, meeting clients' objectives and enhancing the council's reputation and image.
- Able to analyse and interpret many issues simultaneously, thereby producing clear and consistent messages across the council's key priority areas.

Contacts and relationships:

- Works closely with design staff in PR and staff in IT on the implementation of Intralinc and its development.
- Co-ordinates key workforce messages with Internal Communication Co-ordinators to maximise their impact and ensure councilwide delivery.
- Advises heads and school-based staff on opportunities to promote initiatives internally.
- Liaises at all times with colleagues in Communications to ensure all communications use relevant channels to maximise effectiveness and desired outcomes.
- Liaises and advises officers and members on appropriate messages for both internal and external audiences, e.g., website, People newsletter, internally and media, and prepares material, often to tight deadlines
- Deputises for Head of Communications in taking briefs, conducting interviews, gaining information and offering advice for content on the council's website, and edits service content to achieve the council's plain English standard.

Decision making:

- Make decisions on style, content and approach to the production of written material across all available communication channels, at own discretion.
- Prioritise workloads to meet completing communication deadlines.
- Determine key editorial judgements on the form and appropriateness of content for Intralinc and monthly People newsletter.
- Interpret council policies and the Government's Code of Publicity on editorial content for Intralinc, People newsletter and other channels.
- Prioritise information content when writing for publications that have a restricted space, e.g. People newsletter, residents' magazine, media.

Responsibility for resources:

Financial resources:

- Nil.

Physical resources:

- Responsible for portable IT equipment off-site for less than 50 per cent of working week.

WORK ENVIRONMENT

Work demands:

Need to balance and meet conflicting pressures and deadlines – some externally, eg media and elected members. Under constant pressure from Intralinc and web content producers to advise, edit and write content. Demands must be prioritised as a result.

Physical demands:

Normal physical effort.

Working conditions:

The work is largely office-based but does involve work with public and partners, visits to schools and other locations in researching material for communication channels.

Work context:

The work involves minimal risk as it is mainly office-based, but postholder needs to travel to other council locations, and non-council locations, where appropriate.

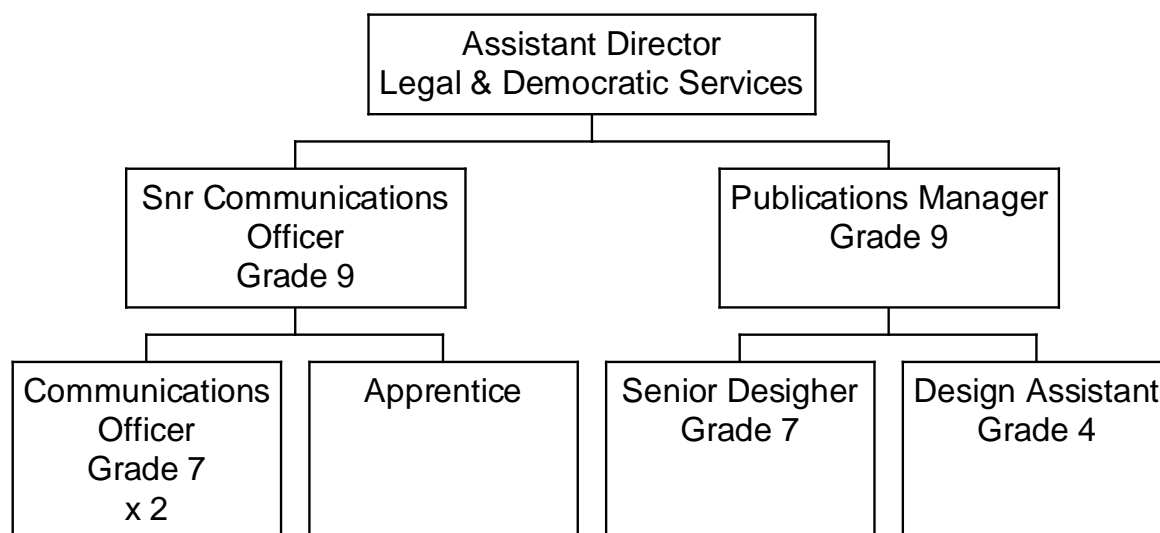
Position in organisation:

Indicate how many staff the post is directly accountable for: 0

Are posts in more than one location? Yes ☐ No ☐

Is the supervision/management shared with another post in the structure? Yes ☐ No ☐

Please indicate which post(s) _____



The post is subject to:

Disclosure of convictions under the Rehabilitation of Offenders (Exemption) Act 1974 Yes ☐ No ☐
 Political restriction Yes ☐ No ☐

Employee:

(signed) _____ (print) _____ Date: _____

Manager:

(signed) _____ (print) _____ Date: _____

<u>Job Title:</u> Design Assistant	<u>Service:</u> Policy & Resources
<u>Post Number:</u> PRLS2016	<u>Division:</u> Legal & Democratic Services
<u>Grade:</u> 4	<u>Business Unit/Section:</u> Communications
<u>Overall Purpose of Job:</u> To assist in the provision to all council services of a corporate graphic design service.	
<u>Main Responsibilities:</u> <ol style="list-style-type: none"> 1. To respond to requests for publications from council service areas, providing all aspects of publications work, including taking briefs, devising initial concepts, provision of proofs and liaison with printers/suppliers. 2. To provide creative input to publications including assisting design colleagues with the production of artwork, photography and illustration. 3. To assist in supplying suitable graphics for the council's web site and intranet to ensure maximum effectiveness and accessibility. 4. To commission, when necessary, services such as illustration and photography. 5. To help monitor the application of the council's visual identity, bringing departures from the policy to the notice of senior colleagues. 6. To respond to requests for logos, artwork, etc to be supplied to outside organisations and other parts of the council. 7. To maintain a consistent high standard of design in all manifestations of the council's visual identity. 	

Knowledge, Skill and Experience Required:

1. Broad knowledge of design disciplines/techniques in a variety of media, including leaflets, posters, brochures, adverts, bus advertisements, point of sale, banners, promotional items, exhibitions, intranet and web sites, CD-Roms and direct mail.
2. Working knowledge of print processes including flexography, offset litho, screen printing, letterpress, digital printing; and of finishing and binding processes.
3. Working knowledge of pre-press reproduction processes, production of PDF files, awareness of line screens, imposition, trapping and colour separations.
4. Knowledge of web/multimedia production processes including html and Flash.
5. Knowledge of council policies in relation to identity and communications, as well as general priorities.
6. Ability to produce original design ideas, using type and colour and media in a fresh and innovative way.
7. Ability to produce high quality work in all media, applying imaginative approaches to a variety of communications problems.
8. Ability to take and interpret challenging communications problems and produce innovative responses.
9. Ability to work flexibly and to tight deadlines, particularly on projects critical to the council's legal obligations.
10. Experience of design for print/publications/media.
11. Experience of desktop publishing software/hardware and illustration/image processing software – including QuarkXpress, Freehand, Photoshop, scanning software, Dreamweaver, Flash, Fireworks as well as Word and database applications.
12. Confident in verbal communications; able to liaise effectively with clients and suppliers.

Creativity and Innovation:

- Make choices on the use of colour, typography, illustration, photography, layout and media in order to achieve client's communications objectives whilst maintaining the quality of the council's publications output.
- Use imagination and knowledge in use of resources to maximise the impact of client's communications within the budgetary constraints of each job.
- Make imaginative use of software and technology to create original and appropriate design solutions.

Decision Making:

- Makes decisions on priority of own workload in order to meet client/event deadlines and, in some cases, the council's legal and statutory obligations.
- Decides on the media and style of design solutions for each job in a manner appropriate to the client's requirements and in accordance with the spirit and intentions of the council's policies on visual identity.

Responsibility for Resources: (to include approximate value, shared responsibility and for what percentage of their work away from their designated base)

Not applicable

Work Environment

Work Demands:

Constantly changing and unpredictable workload, often to tight deadlines. Workload of team is over 250 commissioned design projects a year, to a value of around £210,000, as well as publications such as the council's magazine and staff newsletter. Priorities continually have to be amended to take account of new demands from clients.

Physical Demands

Occasional need for heavy lifting and carrying of deliveries from printers/suppliers. Some lifting/stretching, when erecting exhibition/displays materials.

Mainly seated at PC/travelling to and from meetings and locations. Prolonged key board and close-up VDU screen work.

Working Conditions:

Normal office environment, well-lit and ventilated.

Work Context:

The post requires the production of visuals/mock-ups of printed work – day to day this requires the use of adhesives which are extremely flammable.

The use of craft knives and heavy duty guillotines is a regular part of the production of visuals/mock ups.

Requires the handling of hazardous chemicals, such as toners/ink cartridges and fuser oil. Works in proximity to noisy printing equipment.

Risk assessments have been done regarding the above factors.

Position in Organisation:

Indicate how many staff the post is directly accountable for: 0

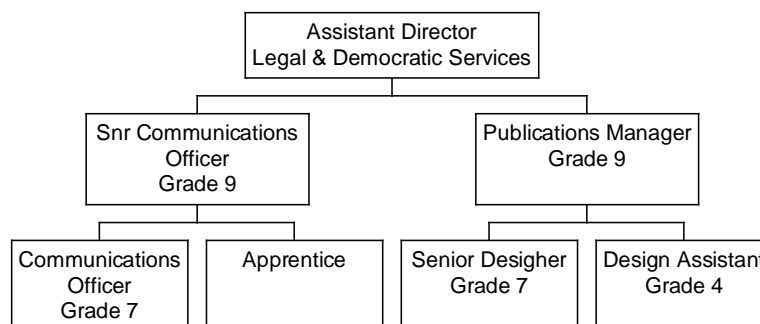
Does the postholder manage the posts Yes ☐ No ☐

OR

Does the postholder supervise the posts Yes ☐ No ☐

Are the posts in more than one location? Yes ☐ No ☐

Is the supervision/management shared with another post in the structure? Yes ☐ No ☐



Note:

Post holders will be expected to be flexible in undertaking the duties and responsibilities attached to their post and may be asked to perform other duties, which reasonably correspond to the general character of the post and are commensurate with its level of responsibility. This job description is provided for guidance only and does not form part of the contract of employment.

Date of Job Description

Job Description for Design Assistant – January 2013

Date copy sent to Post holder

<u>Job Title:</u> Publications Manager	<u>Service:</u> Corporate & Community Services
<u>Post Number:</u> CCCO0020	<u>Division:</u> Communications
<u>Grade:</u> 9	<u>Section/Team:</u> Communications Team
<p><u>Overall Purpose of Job:</u></p> <p>To manage the council's publications unit, producing the residents' <i>direct</i> magazine and a range of publications; and responsible for the council's visual identity – so as to promote positively the council as a whole and its services.</p>	
<p><u>Main Responsibilities:</u></p> <ol style="list-style-type: none"> 1 Manages the Publications Unit, so the council projects a positive identity to its many publics and acts as a key part of Communications in enhancing the council's reputation. 2 Identifies the need for corporate council publications with the aim of promoting awareness of council services. Designs and edits a wide range of such publications. 3 Ensures that the council's key messages are communicated in print to a wide range of publics in liaison with the Strategic Marketing Manager. 4 Manages the budget for publications and the monthly magazine, ensuring income streams are effectively maximised. 5 Works in conjunction with the council's Senior Communications Officer to ensure that the council's communications are co-ordinated and effective. 6 Writes and edits the council residents' magazine, ensuring that it reflects and communicates council policies and priorities, engaging all sectors of the population. Commissions content and photography for the magazine as necessary 7 Manages the layout, content and timescales for the job vacancies composite advertisement in the <i>direct</i> magazine. 8 Manages the work and impact of the Publications Unit. 	

- 9** Monitors and supervises the output of graphic design staff and ensures work is allocated in line with the particular abilities of staff, so as to increase value to clients and to the council overall, and providing training and guidance on job-related skills.
- 10** Provides a copywriting service for heads of service in the production of promotional material to a consistently high standard of written English and visual presentation in line with the style guide. Edits material submitted for publication by service units..
- 11** Initiates and develops ideas for the promotion of the council and its work. Liaises with directors, senior officers and members in the implementation of such initiatives.
- 12** Contributes to the work of the Communications section by providing support to the Assistant Director Communications in all aspects of the section's activities to ensure that the council articulates a positive and clearly understandable position in all of its communications.
- 13** Performs such other duties as reasonably correspond to the general character of the post and are commensurate with its level of responsibility.

Knowledge, Skill and Experience Required:

Knowledge of local government structures and processes.

Knowledge of design disciplines/techniques.

Knowledge of print/reproduction processes.

Knowledge of web/multimedia production processes.

Ability to write clearly, concisely and persuasively for a variety of audiences, in a range of publications and on the website, internal and external.

Ability to produce original publicity/promotional ideas, using a variety of techniques.

Ability to produce high quality work at all levels and in all media.

Ability to liaise effectively with clients, senior council officers and cabinet members, and to represent the council to external audiences.

Ability to supervise, motivate and communicate effectively with colleagues.

Ability to work flexibly and to tight deadlines.

High level copywriting skills.

Design skills for print / publications.

Experience of desktop publishing software/hardware and illustration/image processing software.

Experience of staff / budgetary management.

Managing graphic design staff.

Creativity and Innovation:

Editorial responsibility for the strategic direction of the council's external publications and residents' magazine.

Use judgement to determine style and content of items in the council magazine, while ensuring that the whole publication remains balanced and interesting to readers.

Liases with senior officers and leading members to ensure the Publications Unit makes a major contribution to effective communication and two-way consultation.

Decide on allocation of workloads of graphic design staff according to deadlines and capacity and staff capabilities and grades.

Manage the unit's budget in accordance with council financial regulations in order to ensure adequate income, and to maintain the unit's resources.

Make decisions on the use of colour, typography and style in order to achieve clients' communications objectives whilst maintaining the quality of the council's publications output.

Use appropriate language according to subject matter, audience and context in order to write publications which are as readable and understandable as possible whilst maintaining the reputation and public image of the council.

Formulate, review, advise on and interpret council policy on visual identity, and determine its application in a variety of situations.

Decision Making:

Determines strategic direction, with the Assistant Director Communications, directors and leader and deputy in respect of the output of council publications, and residents' magazine.

Makes decisions on allocation and priority of work to meet client/event deadlines and, in some cases, the council's legal and statutory obligations.

Decides, in consultation with appropriate members/senior officers, on appropriate actions to ensure that the council's key messages are communicated externally.

Editorial responsibility for the residents' magazine.

Responsible for purchasing/budgeting decisions to ensure the optimum resourcing and efficiency of the Publications Unit.

Decides on action to ensure that the visual identity policy is strictly enforced.

Contacts and Relationships:

Graphic staff in Publications Unit - daily, continuous for co-ordination of workloads, origination of creative concepts and design solutions, and the administration of the unit.

Staff in service units – daily – taking original briefs for work, explaining and describing design solutions and options, and council policies, and discussing progress and problems involved as work progresses.

Regular need for persuasion and influence at the highest level.

Line manager – daily – to receive direction on council messages and direction for application to publications and dissemination to colleagues.

Council leader and deputy leader - to maintain editorial direction of council magazine, and to respond to queries and provide advice

External suppliers (printers, Royal Mail) and Reprographics Unit – daily – drawing up job specifications, obtaining quotations, checking of films, proofs and mechanical aspects of printing jobs, progress-chasing and quality control.

Most areas of the work are aimed at improving the perceptions of the council as a whole.

Contact with members of the public and other external audiences on the impact of a range of communications and residents' magazine.

Acts as a senior office advocate within the council on behalf of external communications.

Responsibility for Resources: (to include approximate value, sole or shared responsibility and for what percentage of their working hours away from their designated base)

Full responsibility for unit's computer hardware/software – approximate value - £40,000.

Managerial responsibility for the procurement, staffing, budget control of a monthly residents' magazine – *direct* – approximately £230,000 a year; liaising with suppliers, arranging tenders; and managing over 400 publications a year and a budget of £3,000,000 approx.

WORK ENVIRONMENT

Work Demands:

Constantly changing and unpredictable workload, often to tight deadlines. Workload of unit is around 400 publications a year, to a value of around £300,000. Print deadlines for the council magazine are fixed, but other ad-hoc demands have to be accommodated within these. Priorities continually have to be amended to take account of new demands from clients/ council members.

Physical Demands:

Occasional need for heavy lifting and carrying of deliveries from printers/suppliers. Mainly seated at PC/travelling to and from meetings.

Working Conditions:

Normal office environment, well-lit and ventilated.

Work Context:

Occasionally exposed to hazardous materials, e.g. spray adhesives, and equipment, e.g. cutting tools, guillotines but risk assessments have been done, minimising any danger.

Position in Organisation:

Indicate how many staff the post is directly accountable for:

2

Does the postholder manage the posts **Yes**

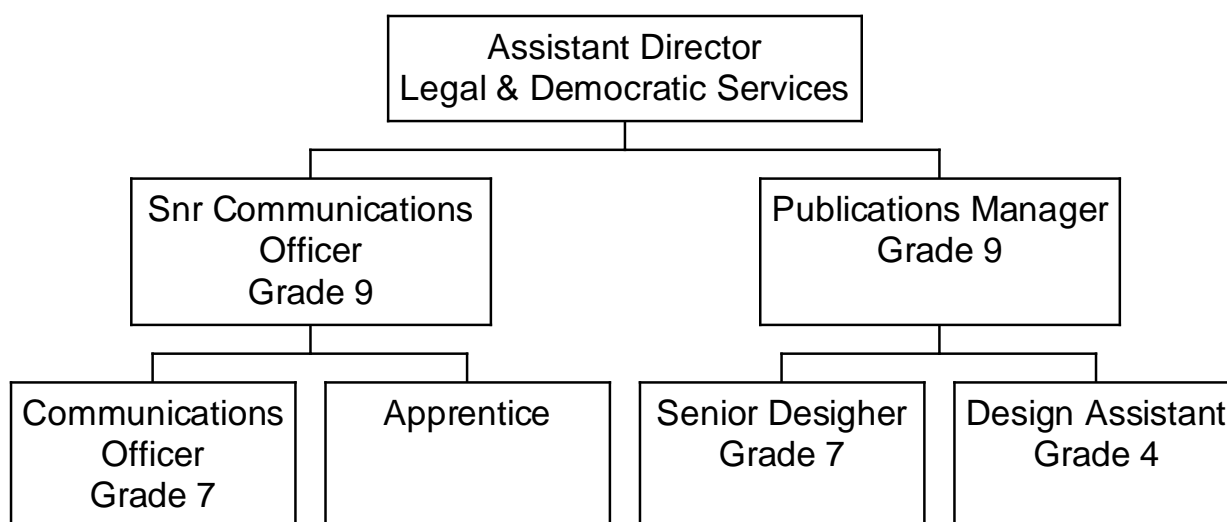
OR

Does the postholder supervise the posts Yes ☐ No ☐

Are posts in more than one location? **No**

Is the supervision/management shared with another post in the structure? **No**

Please indicate which post(s) _____



Note:

Post holders will be expected to be flexible in undertaking the duties and responsibilities attached to their post and may be asked to perform other duties, which reasonably correspond to the general character of the post and are commensurate with its level of responsibility. This job description is provided for guidance only and does not form part of the contract of employment.

Date of Job Description 1 April 2012

Date copy sent to Post holder 13 March 2012

<u>Job title:</u> Senior Communications Officer	<u>Directorate:</u> Policy & Resources
<u>Post number:</u>	<u>Division:</u> Legal & Democratic
<u>Grade:</u> 9	<u>Section/team:</u> Communications Team
<u>Overall purpose of job:</u> Responsible for a councilwide press and media relations service for members, council service directors and the Executive Management Team. To deliver a high performing, high impact press and media relations service for individual services and the corporate body. Post holders will be expected to be flexible in undertaking the duties and responsibilities attached to their post and may be asked to perform other duties, which reasonably correspond to the general character of the post and are commensurate with its level of responsibility.	

Main responsibilities:

- 1 To lead the planning of media campaigns and other tactical activities to promote the council's services and achievements to local, regional, national and specialist media.
- 2 Provide professional expertise, support and advice to officers and members to ensure the council's services and achievements obtain positive media coverage within all appropriate media.
- 3 Ensure the council's media relations are proactive and support strategic objectives – by developing and maintaining a network of high level internal contacts with members, service directors, senior managers and partners.
- 4 Ensure members, service directors and their senior managers fully understand the importance of involving the media relations team at the first stage of policy development, issues and campaigns.
- 5 Proactively lead a news gathering function across the council and identify and forward potential plan content which best promotes the council to targeted audiences.
- 6 Ensure all media enquiries are responded to as a matter of urgency so as to protect and enhance the council's reputation – rebutting at the first opportunity misleading or inaccurate coverage.
- 7 Convert complex information, policies and developments, to achieve premium news value with the objective of obtaining positive local, regional, national media and specialist publication coverage.
- 8 Implement a pro-active news management strategy to achieve responsive two-way communication within the council with a focused approach to the delivery of key messages.
- 9 Manage the Communications team as a professional corporate set-up and ensure at all times staff prioritise work and meet deadlines.
- 10 Perform the role of official spokesperson to the media for the council, across all services.
- 11 Assume responsibility for effectively managing administrative systems, budgetary control, objective-setting evaluation, service plans, performance indicators and training needs for the press and media relations service.

Knowledge, skill and experience:

- Excellent communication skills – both oral and written. Copywriting/journalistic skills.
- Experience of working at a strategic role in an organisation – public private or voluntary.
- Experience of media relations work, with a good knowledge and understanding of the media's news values/agenda.
- Good understanding of competing agendas and an ability to recognise quickly what is required and deliver appropriate media messages.
- Ability to operate under pressure and with changing priorities, to tight deadlines.
- Manage effectively the Communications team as part of the council's public relations and communications service.
- Confidence to promote the council, its services and achievements to the widest possible media audience – including specialist journalists/broadcasters – while ensuring members, officers and staff recognise their respective roles in projecting key messages.
- Self-starting and proactive individual.
- Excellent understanding of media news values, timing and presentation.
- Good appreciation of political environment and implementation strategies to ensure effective media relations outcomes for the council.
- Ability to work on own initiative and operate in a relatively unstructured work section and meet tight deadlines.
- Good organisation, team working and administrative skills.
- Good forward planning skills
- Ability to identify key objectives and outcomes sought.

Creativity and innovation:

- Develop effective and robust media relations strategies and tactics to issues raised by the media, the Executive Management team or by the political leadership.
- Interpret complex information and present it in such a way that it attracts positive and comprehensive media coverage in chosen outlets.
- Identify and take appropriate action in respect of forthcoming media interest on the council and its services, so as to protect and enhance the council's reputation.
- Projects the council as an open, customer focused organisation providing value for money.
- Proactively improve all aspects of the post, making representations to the Head of Communications, as appropriate.
- Deal with political or highly sensitive issues and handles them professionally to present the council's position in an effective and persuasive light.
- Handle the media in all its forms so as to protect the professionalism of officers and integrity of members, and public trust in the council.
- Advise key individuals in the council and among its partners on how best to present themselves to the media, in all its forms.

Contacts and relationships:

A broad range of internal and external contacts are required to carry out the role, including:

- Daily contact with the Head of Communications
- Regular contact with the Executive Management Team, directors, senior officers, and senior members
- Regular contact with local, regional, national and specialist media
- Significant contact with national, regional, sub-regional and local organisations
- Regular need for persuasion and influence at the highest level
- Regular contact with the leader, deputy leader and cabinet members to ensure consistency of message delivery

Decision making:

- Majority of the work is at a strategic or councilwide level, and often without reference to established procedures or guidelines or on how it should be carried out.
- Decisions, often at very short notice, are taken based on a deep understanding of a media agenda and how best to respond or present information to protect the council's reputation.
- Formulate a media plan or campaign which advises members, Executive Management Team, service directors and senior officers on a way forward, including key messages on both strategic and operational issues.
- Ensure that key media messages are fed into other parts of the public relations and communications service to achieve maximum impact
- Decisions can also impact on the work of outside organisations and partner bodies.
- Decisions are taken on media options for the council or when recommending particular directions or courses of action for the council – politically and or managerially.

Responsibility for resources:

- Office equipment such as PCs, laptops in the Communications team
- Stored data with reference to data protection legislation

WORK ENVIRONMENT

Work demands:

- Balancing conflicting priorities and deadlines is a regular feature of the job
- The workload is unpredictable, fast-moving and intense
- The role has a wide scope and the postholder has to frequently respond to changing demands, often with deadlines imposed by the media or set at the top of the council

Physical demands:

- The job involves normal physical effort

Working conditions:

- The work is mainly office-based, but with some outside working

Work context:

- The post is both challenging and intensive, working in a high profile environment

Position in organisation:

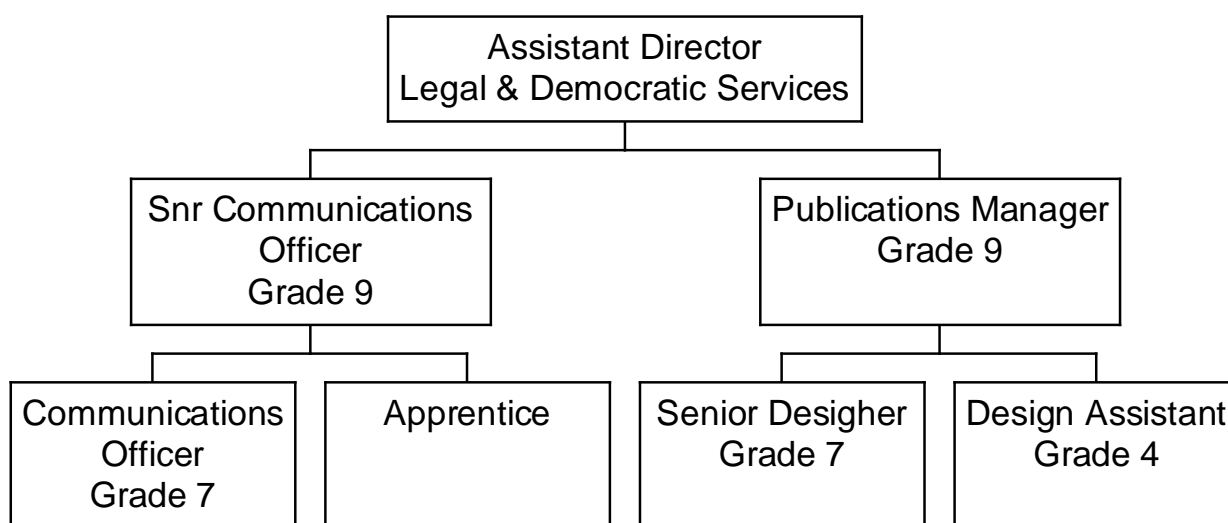
Indicate how many staff the post is directly accountable for:

3

Are posts in more than one location? Yes ☐ No ☐

Is the supervision/management shared with another post in the structure? Yes ☐ No ☐

Please indicate which post(s) _____



Employee:

(signed) _____ (print) _____ Date: _____

Manager:

(signed) _____ (print) _____ Date: _____

<u>Job title:</u> Senior Designer	<u>Directorate:</u> Corporate & Community Services
<u>Post number:</u> CCCO0023+25	<u>Division:</u> Communications
<u>Grade:</u> 7	<u>Section/team:</u> Communications Team
<u>Overall purpose of job:</u> To provide all directorates of the council with a corporate graphic design service, providing advice and guidance on the use of, and enforcement of, corporate visual identity policies.	
Post holders will be expected to be flexible in undertaking the duties and responsibilities attached to their post and may be asked to perform other duties, which reasonably correspond to the general character of the post and are commensurate with its level of responsibility.	

Main responsibilities:

1. To respond to requests for publications from council directorates, providing all aspects of publications work, including taking briefs, devising initial concepts, provision of proofs and liaison with printers/suppliers.
2. Provides advice to all directorates on the use of the corporate identity. Monitors the use of the corporate identity to ensure that it is applied correctly.
3. To initiate projects/initiatives to raise the standard and quality of the council's visual identity.
4. To deputise for the Publications Manager when necessary.
5. To assist in the implementation of the design and style of the council's web site and intranet to ensure maximum effectiveness and accessibility
6. To maintain a consistent high standard of design in all manifestations of the council's visual identity.
7. To assess and decide on spending levels and communications methods needed to achieve clients' objectives, budgets and timescales as part of an integrated communications strategy for the council, which aims to maximise effectiveness and value for money.
8. To ensure that the Publications Unit is able to meet its service level agreements with council directorates in terms of meeting deadlines, adhering to cost estimates and meeting quality criteria over an output of around 400 publications a year. The post has discretion over the allocation of £85,000 of council spending per year.
9. To maintain an awareness of developments in technology relevant to the execution of the duties of the unit.
10. To identify, and advise the Publications Manager when necessary, of opportunities to increase the income of the unit.
11. To monitor and ensure the competitiveness of prices charged by suppliers in order to increase the cost-effectiveness of the service to clients.

Knowledge, skill and experience:

Broad knowledge of design disciplines/techniques in a variety of media, including leaflets, posters, brochures, adverts, bus advertisements, point of sale, banners, promotional items, exhibitions, intranet and web sites, CD-ROMs and direct mail.

Working knowledge of print processes including flexography, offset litho, screen printing, letterpress, digital printing; and of finishing and binding processes.

Working knowledge of pre-press reproduction processes, production of PDF files, awareness of line screens, imposition, trapping and colour separations.

Knowledge of web/multimedia production processes including html and Flash

Knowledge of council policies in relation to identity and communications, as well as general priorities

Ability to produce original design ideas, using type, colour, and media in a fresh and innovative way.

Ability to produce high quality work at all levels and in all media, applying imaginative approaches to a variety of communications problems.

Ability to liaise effectively with clients at all levels of the organisation, and to understand and interpret a diverse range of subject matter.

Ability to take and interpret challenging communications problems and produce innovative responses.

Ability to communicate effectively with colleagues, officers and members at all levels within and outside the council.

Ability to work flexibly and to tight deadlines, particularly on projects critical to the council's legal obligations.

Experience of design for print / publications/multimedia.

Extensive Experience of desktop publishing software/hardware and illustration/image processing software - including QuarkXpress, Freehand, Photoshop, advanced repro scanning software, Dreamweaver, Flash, Fireworks, as well as Word and database applications.

Experience of art direction - directing and managing the work of illustrators and photographers - in the studio and on location work

Creativity and innovation:

Prioritise workloads according to deadlines and capacity of the unit.

Make choices on the use of colour, typography, illustration, photography, layout and media in order to achieve clients' communications objectives whilst maintaining the quality of the council's publications output.

Use imagination and knowledge in use of resources to maximise the impact of clients' communications within the budgetary constraints of each job.

Produce innovative solutions in terms of format, medium and dissemination methods for each publication in order to improve the impact of each client's message and to enhance the overall public image of the council.

Brief, manage and liaise with photographers and illustrators to produce appropriate and novel imagery to enhance the effectiveness of publications and the image of the council.

Make imaginative use of software and technology to create original and appropriate design solutions.

Advise on and interpret council policy on visual identity and determine its application in a variety of situations

Contacts and relationships:

Immediate colleagues in Publications Unit - daily, continuous for co-ordination of workloads, origination of creative concepts and design solutions, and the administration of the unit.

Staff in client directorates - daily - taking original briefs for work, explaining and describing design solutions, options, and discussing progress and problems involved as work progresses.

Line manager - daily - for advice on prioritising workloads, liaison on creative concepts, and on council policies.

External suppliers (mainly printers) and Reprographics Unit - daily - drawing up job specifications, obtaining quotations, checking of films, proofs and mechanical aspects of printing jobs, progress-chasing and quality control.

Photographers/illustrators - weekly - to produce desired results which help communicate clients' messages

Decision Making:

Makes decisions on allocation and priority of work in the unit in order to meet client/event deadlines and, in some cases, the council's legal and statutory obligations.

Responsible for purchasing/budgeting decisions to ensure the optimum effectiveness of each publication.

Decides on action to ensure that the visual identity policy is strictly enforced.

Decides on the media and style of design solutions for each job in a manner appropriate to the client's requirements and in accordance with the spirit and intentions of the council's policies on visual identity

Responsibility for Resources:

None

WORK ENVIRONMENT

Work demands:

Constantly changing and unpredictable workload, often to tight deadlines. Workload of unit is around 400 publications a year, to a value of around £300,000. Priorities continually have to be amended to take account of new demands from clients, in order to meet print deadlines, and to fulfil client demands (eg photography at certain times/conditions), work must sometimes be carried out outside normal working hours.

Physical demands:

Occasional need for heavy lifting and carrying of deliveries from printers/suppliers. Lifting/stretching, often in constrained positions in erecting exhibition/display materials. Mainly seated at PC/travelling to and from meetings and locations. Prolonged keyboard and close-up VDU screen work.

Working conditions:

Normal office environment, well lit and ventilated. The post requires the production of visuals/mock-ups of printed work - day to day this requires the use of adhesives which are extremely flammable, an irritant to skin and can cause drowsiness and dizziness. The post requires intense prolonged close-up VDU use, which can have a detrimental effect on eyesight, and entails extended exposure to electromagnetic radiation. The use of surgical scalpel blades and heavy-duty guillotines is a regular part of the production of visuals/mock ups. Requires the handling of hazardous chemicals, such as toners/ink cartridges and fuser oil. Works in proximity to noisy printing equipment. Frequent exposure to outdoor photographic locations, which may be hazardous, eg construction sites, highways.

Work context:

Daily exposure to hazardous materials eg spray adhesives, and equipment eg cutting tools, guillotines.

Position in organisation:

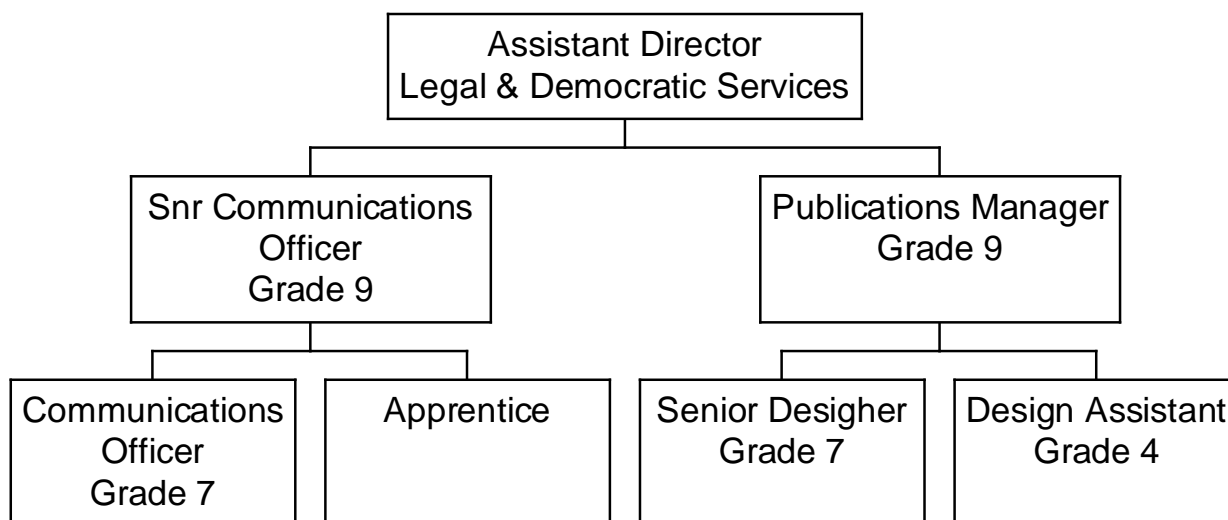
Indicate how many staff the post is directly accountable for:

0

Are posts in more than one location? Yes ☐ No ☐

Is the supervision/management shared with another post in the structure? Yes ☐ No ☐

Please indicate which post(s) _____



Employee:

(signed) _____ (print) _____ Date: _____

Manager:

(signed) _____ (print) _____ Date: _____