

**TENDRING DISTRICT COUNCIL, COLCHESTER CITY COUNCIL & ESSEX
COUNTY COUNCIL GARDEN COMMUNITY (TCBGC)**

ROLE DESCRIPTION	
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Job Title:	Part-Time Communications and Engagement Officer	Post No: 40001242
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Department:	Planning	Salary: £35,235.00
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Reports to: Garden Community Planning Manager

1. JOB PURPOSE

- 1.1 To support the Garden Community Project Team with the work undertaken by Tendring District Council (TDC), Colchester Borough Council (CBC) and Essex County Council (ECC) in the delivery of the Tendring Colchester Borders Garden Community (TCBGC).
- 1.2 The Communications and Engagement Officer, will provide comprehensive and professional communications and engagement support to the Project Team. This will include undertaking engagement projects and playing a critical role in enhancing communication and engagement with internal and external stakeholder groups. The role will involve developing and implementing communication strategies, managing digital platforms, creating multimedia content, and fostering community engagement.
- 1.3 To provide an efficient and effective service that meets the statutory responsibilities of the Councils and ensure that all agreed targets are met including budgetary targets and that statutory regulations and Council policies and procedures are followed.

1 JOB ACTIVITIES

- 1.1 Principal activities include:
 - Build and maintain good working relationships with all parties associated with the project, specifically key stakeholders, and the local community.
 - Coordinate and support the TCBGC Community Liaison Group.
 - Develop and deliver engaging and high-quality communications content (digital and print) supporting internal and external engagement campaigns.
 - Monitor communication channels for misinformation, conduct fact-checking, and provide timely corrections with accurate information to maintain public trust.
 - Provide sensitive and nuanced handling for potentially contentious issues, including briefing and supporting spokespeople, drafting press releases, developing reactive lines and supervising interviews.
- 1.2 To provide advice to Members and Officers of the Councils within the remit of the team and establish productive working relationships.

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- 1.3 To support the Garden Community Manager in the management, and improvement of all aspects of the work of the TCBGC including monitoring overall performance against targets, quality control, and administrative and ICT development.
- 1.4 Undertaking improvement projects and plans, managing working parties as required.
- 1.5 Attending internal & external working parties and meetings as required to represent the Councils as required or to support the Garden Community Planning Manager as required.
- 1.6 *Such other duties as may be required by the Councils from time to time.*

2 CORPORATE RESPONSIBILITIES

- 2.1 Maintain a constant focus on service improvement within the section seeking continuous improvement in reducing costs, increasing efficiencies and looking for alternative delivery methods e.g. shared services.
- 2.2 Contribute to good performance on relevant performance indicators both local and statutory.
- 2.3 Promote, apply and adhere to the Council's HR and ICT policies, procedures and schemes, including but not exclusively: Age, Alcohol, Drugs and Substance Abuse, Equality and Diversity, Flexible Working Hours, Discipline, Grievance, Harassment, Health, Safety & Welfare; Lone Working, Managing and Developing Personal Performance (MDPP), No Smoking, Sickness & Ill Health, Stress, Violence at Work and Working Time Regulations. E-Mail, Internet, Intranet, IT Monitoring, ICT Security, Records Management and Retention as well as financial and contract regulations, delegated powers, the Data Protection Act and the Freedom of Information Act.
- 2.4 Contribute to high quality management standards and best practice across the TCBGC, reflecting the values of the Councils and providing, through positive example, a clear sense of direction and purpose to employees.

3 SPECIAL CONDITIONS

- 3.1 This post is politically restricted within the meaning of the Local Government and Housing Act 1998.
- 3.2 You will be required to attend evening meetings, work all reasonable hours to ensure deadlines are met and attend out-of-hours emergencies from time to time.
- 3.3 You must keep up to date with and implement any changes insofar as they apply to your role be they new or amended legal requirements, internal and external policies or any Council or delegated decisions.

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3.4 You must work to any standards imposed by the Council in maintaining and improving its status under Investors in People (IIP) where appropriate.

This job description is a guide to the duties the postholder will be expected to undertake. It is not required to be exhaustive or exclusive and will be changed as working requirements dictate.

TENDRING DISTRICT COUNCIL

PERSON SPECIFICATION

Job Title: Communications and Engagement Officer TCBGC

Post No: 40001242

PROFESSIONAL & TECHNICAL DEVELOPMENT

It will help the assessment of your application if you ensure it addresses each of the requirements set out in this document.

- Education to degree level or evidence of equivalent experience (to include some professional marketing, communications and knowledge of design techniques).
- Evidence of securing positive responses to communications campaigns/initiatives.
- Demonstrate an understanding of internal and external communications, including the principles of engagement.
- Proven ability to develop networks, create connections, support colleagues and engage stakeholders in order to contribute to long term developments.
- Excellent verbal and written communications skills, including ability to assimilate information and draft copy for a variety of platforms to engage a range of audiences.
- Attention to detail and ability to proofread.
- Ability to write and present correspondence to professional standard.
- Excellent IT skills including the use of Microsoft Office, web content management skills and graphic design skills
- Excellent planning and organisation skills.
- Able to multitask and set goals for completion.
- An interest and/or experience in planning, development and regeneration.
- Experience of being able to respond to complaints and enquiries in a professional, sensitive, and informative way

COMPETENCY REQUIREMENTS

The following competencies will be used in making the initial selection decision:

2.1 Working with People

- Demonstrates an interest in and understanding of others.
- Adapts to the team and builds team spirit.
- Recognises and rewards the contribution of others.
- Listens, consults others and communicates proactively.
- Supports and cares for others.
- Develops and openly communicates self-insight.

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3.1 Relating and Networking

- Establishes good relationships with customers and staff.
- Builds wide and effective networks of contacts inside and outside the organisation.
- Relates well to people at all levels.
- Manages conflict.
- Uses humour appropriately to enhance relationships with others.

4.1 Writing and Reporting

- Writes clearly, succinctly and correctly.
- Writes convincingly in an engaging and expressive manner.
- Avoids the unnecessary use of jargon or complicated language.
- Writes in a well-structured and logical way.
- Structures information to meet the needs and understanding of the intended audience.

5.2 Creating & Innovating

- Produces new ideas, approaches, or insights; Creates innovative products or designs.
- Produces a range of solutions to problems.
- Seeks opportunities for organisational improvement.
- Devises effective change initiatives.

8.2 Entrepreneurial & Commercial Thinking

- Keeps up to date with competitor information and market trends.
- Identifies business opportunities for the organisation.
- Demonstrates financial awareness.
- Controls costs and thinks in terms of profit, loss and added value.

Applicants should note:

- *That the above competencies are part of the Council's Universal Competencies Framework and there will be other competencies relevant to this role which will be used in the on-going appraisal of the person appointed.*
- *The successful post holder will be expected to undertake any personal development necessary to fully meet the requirements of the Role Description and Person Specification (e.g. gaining a qualification to validate knowledge obtained through experience) and they will be barred from reaching the top of the grade until they do.*