

## **Senior Communications and Engagement Officer (Gosport Regeneration)**

**Salary:** Band 10, £41,510 to £45,718 per annum

**Contract:** Fixed Term (up to 12 months)

**Hours:** Full time (37 hours per week)

### **The Service**

Our marketing and communications team provides a full marketing communications service, managing media relations, marketing, graphic design and internal communications, producing a range of publications and campaigns, maintaining the council's brand and corporate identity, and taking responsibility for web/social media.

As well as Portsmouth City Council we also deliver a range of support for partners and this role will work on Gosport Borough Council's exciting regeneration plans.

Gosport is a borough with big ambitions to regenerate a range of sites including local shopping areas and heritage locations. These have been boosted by £18m of levelling up funding which will help the council's impressive plans come to fruition.

### **The Role**

You will be responsible for the strategic coordination and delivery of communications and engagement work across Gosport Borough Council's major regeneration and economic development projects, ensuring residents and key stakeholders understand the ambitious plans for the borough and the benefits they will bring to local communities.

You will be responsible for activity around key projects, including the regeneration of Royal Clarence Yard, Gosport's waterfront and the Criterion and work to support local businesses and reinvigorate the High Street. You will also support colleagues delivery regeneration and economic development fly the flag for Gosport among investors, developers, supply chain businesses and regional business organisations through market-facing channels.

The post holder will be part of a forward-thinking marketing and communications service that provides the council, and a number of external clients, with a full marketing and communications service, including corporate communications, marketing, design, market research, digital and web services.

As a service we take pride in our work by valuing others, focusing on what's important so that we make a real and positive difference. We believe in on-going professional development and work-life balance too and will discuss opportunities and aspirations with the successful candidate.

We are currently hybrid working, and our expectation is that this role would primarily work from Gosport Borough Council's Town Hall as well as spending time at Portsmouth's Civic Offices and working from home, with the balance of that time led by the needs of the services.

## **Responsibilities of the role**

The Communications and Engagement Officer (Gosport regeneration) will:

- lead on communications, engagement and marketing strategies for major projects
- research, develop and produce a range of tools, from creative campaigns and publications to engaging social media, website and newsletter content to meet the project objectives and budget
- tailor materials to suit different audiences from local residents to commercial stakeholders
- work with the project managers and external consultants, including architects, planners, engineers and ecologists, to identify key messages and translate complex and technical information
- protect and enhance the reputation of the council and its projects through effective media management and stakeholder communications
- provide professional advice to senior officers and councillors on media and communications issues
- lead effective media management for the projects, advising the project team and undertaking proactive and reactive media relations
- lead and manage direct engagement with local communities, ensuring residents/businesses are well-informed, using a range of hands-on engagement methods, from events and roadshows and community panels to social media
- manage communications and engagement with key stakeholders, including councillors, businesses, commercial and public sector partners, including schools and colleges.
- support statutory and non-statutory public consultations. Work with project teams to create and promote consultations that ensure a wide range of voices are heard
- work with colleagues across the council to find opportunities to collaborate across teams, build connections, and share insights across projects
- contribute to a range of corporate communications channels, and the council's media management and crisis communications
- evaluate all communications and engagement activity against SMART objectives
- manage marketing, advertising and print for client services as required, providing professional advice and ensuring best value from marketing spend
- manage communications in an emergency or crisis situation, including liaising with partner organisations and participating in a 24/7 on call rota
- manage staff, as appropriate and required
- undertake any other appropriate duties that may reasonably be required by the wider service.

## **Special conditions attached to the post**

- the post holder will be required to take part in a 24/7 out-of-hours emergency on-call rota

- the post holder will be expected to work outside normal office hours from time to time, including: to ensure communications and consultation events are staffed and managed, media enquiries are handled, professional support is provided in an emergency or crisis situation.

### **Who is the person?**

We are looking for an excellent all-round communications and engagement professional with the skills and experience, but also the drive and enthusiasm, to successfully lead on communications and engagement for our high-profile projects.

You will need to have:

- PR degree **AND/OR** substantial experience in a communications, engagement, or PR role
- proven experience of leading communications for an organisation or major project - experience in regeneration, placemaking or development is highly desirable
- strong copywriting skills and the ability to translate complex or technical information into clear and compelling content
- a keen eye for media management - the ability to spot an opportunity, news hook or potential issue, provide guidance and respond effectively
- experience co-ordinating and delivering face-to-face engagement and events such as corporate presentations, community panels, public exhibitions or roadshows
- the ability to collaborate and manage a team to deliver against the project's objectives
- the confidence to liaise and negotiate with a range of stakeholders, inside and outside the council, and the ability to adapt your approach to your audience
- ability to produce a wide range of creative and effective communications
- proven experience of effective use of web, social media and email marketing
- proven experience of effective media management, including crisis communications
- knowledge and experience of market research
- excellent evaluation skills, so you can demonstrate your work delivers
- excellent time management skills, including the ability to work to tight deadlines and prioritise a hefty workload
- enthusiasm, drive and determination to deliver results
- the ability to converse at ease with customers and provide advice in accurate spoken English is essential for the post.

***You will need to demonstrate that you have the Right to Work in the UK. No post will be offered without it.***

### **General Data Protection Regulation (GDPR)**

As part of any recruitment process, Portsmouth City Council collects and processes personal data relating to job applicants. Portsmouth City Council is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations under the General Data Protection Regulations (GDPR).

Completing and sending an application in for a vacancy is your consent for us to process your data for the purpose of recruitment. Your data is not used in any other way and you can withdraw your consent at any point in the recruitment process and we will destroy or delete your information.

For more detailed information on what we collect, how we use, store, delete data and your rights you can access a privacy statement on our careers portal.

**This post is politically restricted under the terms of the Local Government and Housing Act 1989.**