| **Job Title** | Communications Officer  | **Grade** | Higher Executive Officer / IO |
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| **Department** | (dept to insert) | **Reports to** | Senior Executive Officer / SIO |

| **Job Outline**  |
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| **About the department**(Organisation to insert their own text describing the size/shape/purpose of their department and where possible a specific mention of where this role sits in the comms team)**About the role**Working in a communications team is an exciting, inspiring opportunity that will challenge and develop you as a professional communicator. You will be operating at the very heart of government, producing and editing communications on strategically important topics. As a Communications Officer, you’ll help create and manage government communications that inform the public about important policies and services. Your work might involve writing clear content for websites, social media and publications, or working with journalists and handling media enquiries. You’ll also create communications for staff and help plan and deliver campaigns that reach people across the UK.In this role, you’ll learn to use data to understand how well our communications are working and build relationships with important partners and organisations. We’ll help you develop skills across different areas of communications, including digital and social media, press and media relations, marketing campaigns and internal communications.You don’t need previous government experience for this role. We’re looking for a confident writer who can explain things clearly and is comfortable using digital tools and social media. You should be interested in how the government communicates with the public and colleagues and enjoy working in a fast-moving environment where priorities can change quickly.**About Government Communications**By joining a communications team, you will become a member of Government Communications, a well-established profession of communicators working in government departments, agencies and arm’s-length bodies. You’ll benefit from continuous professional development from our new learning and development curriculum, a network of skilled communicators sharing best practice, mentoring opportunities, and much more!Learn more about how joining the communication profession can support your career and development by visiting the [careers page](https://www.civil-service-careers.gov.uk/professions/working-in-communications/).For help with writing your application, please take a look at the Government Communications [recruitment top tips for candidates guide](https://gcs.civilservice.gov.uk/career/recruitment-guidance/recruitment-top-tips-for-candidates/) and the Civil Service [guide to artificial intelligence (AI) in recruitment](https://www.civil-service-careers.gov.uk/artificial-intelligence-and-recruitment/)  |

| **Key Responsibilities** |
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| We are looking for motivated and creative individuals to join us and embark on an exceptional career in government communications.Your key responsibilities will include:* Help create and deliver multi-channel communications plans across media, stakeholders and multiple channels, to build awareness and influence behaviours
* Take a lead role in evaluating the effectiveness of our communications, using insights and data to continually enhance how we engage with our targeted audience and apply any findings to shape future strategies
* Provide expert communication advice and support to senior leaders
* Work with teams to create accurate and engaging content – news articles, blogs and social media content such as graphics, videos, and imagery.
* Use social media and other digital platforms to keep track of relevant news and discussions, report on important updates and help prepare responses when we need to correct misinformation
* Assist in the planning and delivery of virtual and face-to-face events this may include conferences and all staff calls
* Contribute to audience insights and use data driven decision making to inform communication strategies.

With the support of an experienced network of peers and a strong focus on professional development, you will develop skills in line with these areas. |

| **Person Specification**  |
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| Government Communications is determined to ensure that the profession is representative of the audiences we are communicating with and welcomes applications from the widest range of people of different backgrounds, cultures and experiences. You can find out more by visiting <https://gcs.civilservice.gov.uk/>  |
| **Essential Criteria*** Strong written and oral communication skills with the ability to write clearly and present effectively
* Excellent planning and organisational skills with the ability to manage multiple priorities and meet tight deadlines
* Understanding of digital and social media platforms
* Experience in developing communication plans across multiple channels
* Able to work effectively in fast paced environments while maintaining calm under pressure
* Strong interpersonal skills with the ability to build and maintain effective working relationships at all levels
* Ability to analyse complex information and create clear, audience appropriate messaging
* Basic data literacy and ability to interpret communication metrics

**Desirable Criteria*** Understanding of news, current affairs and reputation management
* Ability to understand how audience insight and evaluation can inform communication strategies
* Ability to demonstrate creative capabilities and willingness to learn new skills
* Experience in delivering internal communications
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| **Behaviours**  |
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| We will be assessing you on the following behaviours which link to the Civil Service Success Profile* Communicating and Influencing
* Delivering at Pace
* Working Together
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| **Technical Skills**  |
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| We'll assess you against these technical skills during the selection process:\*\* The current competency framework is in the process of being updated with a new skills and behaviour framework, that will be launched in 2025. Guidance on how to use this across Government Communications job descriptions will be shared with hiring managers when available*.*  |