



## **JOB DESCRIPTION**

<b>Post title:</b>	<b>Communications Assistant</b>
Grade:	B
Responsible to:	<b>Head of Communications</b>
Responsible for:	No staff, but some management of external agencies and freelance workers
Location:	Remote and 12 Arthur Street

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### **Main purpose of job**

- To support the achievement of London Councils' vision, priorities and targets through delivering high-quality communications products, including, but not limited to, events, publications, social media and website content
- To assist the Communications Team in the planning and delivery of London Councils' campaigns and events
- To support internal staff communications by actively engaging with colleagues throughout the organisation and creating content for newsletters, Teams channels etc.
- Support the collection and analysis of data to monitor the impact of communications activities

### **Job activities**

#### **Social media**

- Develop relevant and engaging content for London Councils' Twitter, Instagram and LinkedIn channels.
- Monitor London Councils' social media channels and groups and build knowledge on how to use them appropriately in accordance with the social media strategy
- Create social media assets using Canva and edit video using Adobe Rush

#### **Internal communications**

- Work with the brand manager to write, proof, and edit the weekly staff newsletter, encouraging staff from across the organisation to contribute.
- Work with colleagues in the communications team to deliver all-staff events
- Create and publish content on the staff internal communication channels and encourage and enable staff across the organisation to create digital content.

## **Publications**

- Work with the brand manager to edit and layout policy reports.
- To provide advice and guidance to staff and others on the London Councils' brand.

## **Events and stakeholder engagement**

- Provide advice, practical support and guidance to staff involved in running events.
- Represent London Councils in a public relations capacity at events including, where necessary, those organised by boroughs and other key stakeholders

## **Administration**

- Obtain quotes and administer orders, invoices and financial processes in accordance with London Councils financial processes and regulations.
- To carry out administrative tasks for the communications team.
- To carry out any other duties appropriate to the post.

## PERSON SPECIFICATION

**Post title:**                   **Communications Assistant**

Grade:                            B

Responsible to:                Head of Communications

Responsible for:                No staff, but some supervision of temporarily-assigned staff at events

Location:                        Remote and 12 Arthur Street

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### **Qualifications and experience**

- Experience of providing administrative support to events ranging from conferences to smaller-scale seminars (desirable)
- Experience of using social media channels, ideally in a corporate environment (desirable)

### **Knowledge**

- Good understanding of how to evaluate the impact of communications activities, including events, press releases and social media, and of interpreting results to provide feedback
- Knowledge of Office 365 tools, particularly SharePoint, Teams, Excel and PowerPoint
- Awareness of the role of local government and the challenges it faces (desirable)

### **Skills and abilities**

- Excellent at communicating verbally and in writing with people at all levels of seniority.
- Good at planning and organising, with the ability to multi-task and meet deadlines.
- Excellent attention to detail and able to proof communication materials effectively
- A self-starter with the ability to use own initiative
- Ability to think creatively and to develop original ideas
- Ability to learn and recognise the political sensitivities of a cross-party organisation

### **Personal characteristics**

- Able to switch focus between multiple different tasks
- An inclusive team player
- Flexibility and a willingness to learn
- The confidence and interpersonal skills needed to relate effectively to London Councils' elected members, partners, and colleagues

### **Other factors**

- Strong personal commitment to London Councils' equal opportunities policy; understanding and support of the implications of equal opportunities and diversity in London local government particularly as they relate to events and marketing
- Prepared to work some evenings and weekends if required for events.