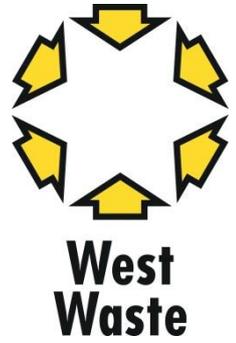


# West London Waste Authority

## Job Description

---



<b>Job Title:</b>	Communications Officer
<b>Responsible To:</b>	Waste Minimisation Manager
<b>Responsible For:</b>	Planning and delivering communications campaigns, managing day to day public affairs and developing and maintaining up to date digital and print resources.
<b>Main Function of Job:</b>	To support the management team by ensuring delivery of the communications strategy. Developing communications resources for use in print and social media in support of WLWA's purpose to be leaders in treating waste as a valuable resource.
<b>Salary:</b>	Scale 6 (£24,996 - £26,547 inclusive of London Weighting)
<b>Basic Hours:</b>	Part time (hours negotiable with pro rata salary)
<b>Principal location:</b>	Head Office, West London Waste Authority – Civic Centre, Lampton Rd, Hounslow

### Duties and Responsibilities:

1. Create, manage and update communications campaigns in conjunction with the Managing Director and Waste Minimisation Manager.
2. Create, manage and keep up to date digital and print content in support of our purpose – 'Leaders in treating waste as a valuable resource.'
3. Use social media to generate and manage discussions about our key waste minimisation materials; food waste, textiles, waste electrical equipment, nappies and furniture.
4. Develop stakeholder engagement campaigns on relevant waste and resource issues. Including researching and booking speaking opportunities for the management team.
5. Conduct research and maintain databases of information including managing and maintaining a comprehensive database of external stakeholders.
6. Prepare briefing notes for Councillors on relevant issues including waste management infrastructure, planning applications, permit applications etc.
7. Take responsibility for the development and co-ordination of proactive and reactive communications, engagement and marketing for the Authority.
8. Develop and maintain effective contacts with borough communications teams, journalists and media organisations.
9. To deal with stakeholder enquiries, maintain the enquiries database and feedback trends and demand changes to the management team.

10. To carry out all duties in a responsible and professional manner, work collaboratively with colleagues and show initiative and flexibility in meeting the necessary priorities so as to enhance the efficiency of the Authority.
11. To perform any other duties or responsibilities as reasonably may be requested and that do not exceed the skills and abilities required of the post and/or post holder, including flexibility to work on other Authority Sites and other locations.

**NB:** Engagement events take place in the evenings and at weekends, so evening and weekend working can be expected occasionally.

West London Waste Authority is continually reviewing its structures and ways of working in order to provide the best services possible for residents, in the most efficient way. As a result, through appropriate consultation with staff and representatives, the key tasks in any job may be varied and the post holder will be expected to take on such variations consistent with the level of responsibility of the post.

**PERSON SPECIFICATION:****VALUES AND BEHAVIOURS**

<b>Values and Behaviours</b>	<b>Recruitment and Selection</b>	
	<b>Essential (E), Desirable (D)</b>	<b>Assessed by; Application (A), Interview (I), Test (T) or Other (O)</b>
I am flexible in my work and can change what I'm doing in order to meet priorities	E	A, I
I treat everyone fairly, with respect and value differences.	E	A, I
I do what I say I will do, when I've promised to do it, or let people know why not	E	A, I
If difficult issues arise, I don't put them to one side or blame others, but resolve them	E	A, I
I make decisions rather than referring them up the line	E	A, I
I champion best practice to improve the way I do my job	E	A, I
I use the most effective means of communication in order to resolve problems	E	A, I
I work in a collaborative way with everyone in my team, across the Council and outside in order to get things done	E	A, I

## EXPERIENCE, QUALIFICATIONS, TRAINING OR OTHER REQUIREMENTS

	Recruitment and Selection	
	Essential (E), Desirable (D)	Assessed by; Application (A), Interview (I), Certificate (C)
<p><b>Qualifications</b></p> <p>Evidence of being a high achiever either at A level or University</p>	E	C, A
<p><b>Experience</b></p> <p>Experience of using social media to generate and monitor interest discussions in campaign topics</p> <p>Experience of working in a communications, marketing or PR role supporting a broad technical team.</p> <p>Experience of developing and delivering successful targeted communications campaigns or projects.</p> <p>Proven ability to produce a wide range of creative and effective communication materials designed to engage a wide range of target audiences in an inclusive manner.</p> <p>Experience of effective digital marketing including website development and social media activities</p> <p>Experience co-ordinating, organising and delivering events with a range of audiences</p> <p>The ability to liaise and discuss environmental issues with a range of stakeholders, inside and outside the Authority with a variety of audiences.</p> <p>Experience of partnership working under pressure, prioritising tasks with competing and changing demands and deadlines with a high level of attention to detail.</p> <p>Experience of using content management systems, MS Office suite and image editing</p>	<p>E</p> <p>D</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p>	<p>A, I</p> <p>A, I,</p> <p>A, I,</p> <p>A, I</p> <p>A, I</p> <p>A, I,</p> <p>A, I</p> <p>A, I,</p> <p>A, I</p> <p>A, I</p> <p>A, I</p>