

Job Description: Communications Improvement Adviser

Reports to: Head of Local Government Communications Improvement

Directorate/team: Communications

Grade: Grade 4

Job Purpose

To contribute to the Local Government Association's (LGA) communications improvement and support offer to local government (including partner organisations, as appropriate)

Core Accountabilities:

1. To assist in the delivery of the LGA's communications strategy and wider improvement offer.
2. Participate in relevant LGA projects that support the delivery of the LGA Business Plan.
3. Work as part of a team, contributing towards a culture of collaborative and constructive working to ensure the LGA meets its business objectives and provides an excellent service to its members.
4. Model the LGA's values and work in accordance with health and safety, equal opportunities and environmental policies.

Specific Accountabilities:

1. Work with the Head of Local Government Communications Improvement to develop a comprehensive communications support offer to local authorities, which will form an integral part of sector-led improvement.
2. Act as the first point of contact for councils seeking best practice, linking authorities up with each other and collecting case studies for an online resource.
3. Help with the organisation and delivery of communications reviews and health checks, providing briefings and acting as the first point of contact for any communications support needs.
4. Research innovation in local government communications, writing best practice guides which provide councils with the tools and resources to better communicate with residents and deliver ever better value for money.
5. Work with the Research Team to help councils gather resident intelligence to inform decision making, help deliver surveys which support the communications improvement and draft reports and articles based on our research.
6. Work with the Events Team to organise and deliver best practice events/seminars as part of our communications support offer.

7. Act as an account manager for councils we are providing support to, managing relations with our network of communications associates and peers, and accompanying the Head of Communications Support on visits to local authorities.
8. Draft articles about the communications improvement offer for outlets such as first magazine, PR Week, local government trade press.
9. Work with the digital team to maintain and improve our Digital Councils resource, our digital photographic network and other online platforms.
10. Manage relations with partner organisations on best practice issues (For example LG Communications, Chartered Institute for Public Relations and Public Relations Consultants Association).
11. Help with the maintenance of systems (such as shared files) and services (for example the LGA's weekly bulletin to council communications teams).

Relevant Contacts:

Local authorities

Communications teams
 Leaders' offices/support teams
 Regional groupings

LGA

Principal advisors
 LGA members
 Executive Office
 Political Group Offices
 Boards
 Member services
 Programme teams

Other

External organisations, media, partners, stakeholders

Person Specification: Communications Improvement Adviser

Qualifications	<ul style="list-style-type: none"> • Relevant professional or academic qualification or experience in a
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	similar communications role.
Knowledge and experience	<ul style="list-style-type: none"> • Experience of working in a communications and/or a political environment. • A good understanding of local government issues. • Political nous, awareness and sensitivity to ensure credibility with politicians, managers and key stakeholders. • Experience of communicating complex ideas in plain English. • A track record of delivering successful communications activity • Some knowledge of public sector communications and wider communications best practice. • Appreciation of the need to ensure appropriate and consistent messaging, and how to do so. • Understanding of local and central government, their roles structures and relationships. • Understanding of the local government improvement agenda
Skills and abilities	<ul style="list-style-type: none"> • Excellent written skills, with the ability to accurately summarise and convey complex information. • Good oral and influencing skills, with the ability to give clear advice to senior colleagues. • Political sensitivity, with the ability to exercise discretion, judgment and confidentiality when dealing with politicians and officers at every level, and to demonstrate political neutrality at all times. • Good interpersonal skills, with the ability to deal with elected councillors, other politicians, officials and communications colleagues with courtesy, tact and sensitivity. • A demonstrable commitment to customer care. • Excellent organisational skills, with the ability to prioritise work to meet deadlines. • Strong organisational skills, excellent IT skills, with the ability quickly to learn new packages as required. • Ability to work as part of a team and to support others. • Flexible approach to work, with a keenness to adapt to meet changing work requirements. • A positive, “can do” attitude.