



Role profile

Role title	Communications and Engagement Officer
Reports to	Head of Communications and Engagement
Team	Communications and Engagement
Grade	SH5
Date role profile created	October 2022
Role summary This role will help to plan, develop and deliver communications and engagement activities and campaigns which aim to reduce waste, encourage reuse and improve recycling performance. Activities will include providing information about recycling and waste services, helping to stimulate behaviour change amongst Surrey residents and encouraging resident engagement with our messages. Key outputs include generating good quality written copy, developing and implementing multi-channel communications and engagement campaigns, creating printed materials and engaging social and digital media content including video, media relations, website and intranet updates, audience research and evaluation.	
Work context Surrey's 11 district and borough councils and the county council work in partnership to manage waste from the county's homes and tackle other environmental issues. Since the formation of the partnership in 2009 a range of initiatives have been undertaken to reduce waste and improve recycling including the introduction of separate food waste collections. As a result, Surrey currently (2020-21) has the third highest recycling rate of England's two-tier authority areas and the partnership's work has been recognised as ground-breaking and innovative. Additionally, four of the councils, Elmbridge, Mole Valley, Surrey Heath and Woking, also work together to deliver waste collection and street cleaning services in their areas through a joint contract. Joint Waste Solutions is the local authority partnership team that develops and delivers the countywide Surrey Environment Partnership (SEP) work programme and also manages the joint contract.	
Line management responsibility if applicable	None.
Budget responsibility if applicable	Provide recommendations for spend from an annual resident engagement budget of over £400k and ensure agreed spend is within budget.
Person specification	Education, qualifications and training • Educated to A Level standard, or able to evidence ability at an equivalent level.

	Knowledge and experience • Good knowledge and experience of using digital channels and applications including web, social media, mobile communications. • Experience working on multi-channel marketing communications and/or engagement campaigns with demonstrable results. • Good understanding of wider marketing communications and engagement channels and tools and their application. • Understanding and experience of working on environmental issues would be an advantage. Skills and abilities • Excellent verbal and written communications skills including proof reading, copy writing and writing for the web. • Ability to manage projects and deliver to deadline. • Good IT skills. • Effective interpersonal, influencing and negotiating skills. • Able to build relationships and work effectively with multiple colleagues and partners. • Able to respond to customer queries with tact and diplomacy. • Ability to create film and video content. • Basic analytical skills. • Media handling skills would be an advantage.
Other requirements/ information	• This is a politically-restricted post. • It is a fast-moving environment where some out of hours working may be required. • Some travel will be required as part of the role.
Location	Woking