

Job description

Communications Support Officer, France (Channel) England programme

Department	Community and Environmental Services
Service	Growth and Delivery Team
Salary	€29,038 per annum along with additional €100 per month for working at home
Hours	Full time (37-hour week)
Reports to	Communications and Partnership Manager
Responsible for	n/a

Job Purpose - Include **what** is done, to **what** or **whom** and with **what** result.

The Communications Support Officer will report to and support the Communications and Partnership Manager with the development and delivery of the Annual Communications Plan.

You will be joining a busy and diverse team, and you will need to hit the ground running.

Working on both internal and external communications, you will play an integral role in promoting the economic, social and cultural benefits of cross-border collaboration made possible through EU funding.

Working across various projects, day to day duties include drafting web articles and press releases, producing the Programme newsletters, monitoring media coverage and organising virtual communications training.

Furthermore, as part of a small team, you will drive the Programme's digital offering, including social media and maintaining the Programme's website, as well as compiling statistics and analysis to measure success and strive for improvement.

The Communications Support Officer will work closely with projects to gather news content and provide advice and guidance to ensure projects adhere to communications compliance and branding requirements.

Overview/Context

Norfolk County Council (NCC) is the Managing Authority for the Interreg France (Channel) England Programme. This EU Programme funds high-quality cross-border economic development projects in the English and French coastal regions, covering a broad eligible area extending from Cornwall to Norfolk in the UK and from Finistère to Pas de Calais in France.

The Programme's objective is to develop the natural, economic, societal and maritime assets of the France (Channel) England area for a creative, sustainable and inclusive cross border region that creates wealth and jobs for its inhabitants.

NCC manage the Programme in accordance with EU Regulations and in order to do so have in place a Joint Secretariat (JS) to deliver the day to day operations of the Programme. We are an international and balanced bilingual team with staff working in the UK and France.

The Programme has a total budget of €209 million ERDF (European Regional Development Fund) to allocate to projects and is now at full spending commitment. The remaining period of the Programme (2020 – 2023) will be focused on publicising project results and creating a legacy for the Programme.

Principal Accountabilities Typically 8-10. Include **what** is done, to **what** or **whom** and with **what** result.

Support with the delivery of the Annual Communications Plan, and associated campaigns.

Develop communications materials, including press releases and web articles, to raise awareness of the Programme and promote project impact and results

Develop digital content for external channels, including creating engaging social media content, keeping website content fresh and producing quarterly newsletters

Work with project partners to support them in media engagement, share best practice and use the communications toolkit.

Respond to project enquiries about communications and provide timely advice and guidance on communications compliance and branding requirements.

Assist with general administration in the communications team, including organising and facilitating events, communications training and maintaining contact lists

Compile and proof-read external and internal communications

Collect data and analytics for reporting purposes and contribute to the preparation of annual reports

Undertake any other duties, commensurate with the grade of the role, which may be required by the JS from time to time

Promote equal opportunities in line with NCC guidelines and act according to NCC ways of working and organisational values.

Person specification		
Qualifications:	Essential (✓)	Desirable (✓)
Educated to degree level or relevant experience in communications and media	✓	
A relevant communications qualification		✓
Knowledge/Experience	Essential (✓)	Desirable (✓)
Proactive and can-do attitude with experience of working both independently and in a team-oriented, collaborative environment	✓	
Organised and efficient, with the ability to support processes and systems.	✓	
Ability to manage competing priorities, demands and work in line with the Programmes priorities.	✓	
Good IT proficiency (Outlook, Word, Excel), including website content management systems and social media sites (Twitter & LinkedIn).	✓	
Good written and oral communication skills, with proven ability to speak and write in English and French, and convey complex messages, to a high standard.	✓	
Attention to detail, good proof-reading skills and ability to adapt writing styles for different audiences	✓	
Experience of using design tools, email campaign platforms and analytics to evaluate success and improve content.		✓
Experience of studying or working in a multi-cultural environment		✓
Knowledge of economic development and regeneration policy and practice.		✓
An understanding of EU institutions, regulations and policies		✓

Aptitudes/Behaviours	Essential (✓)	Desirable (✓)
<p>Creative approach, with the ability to see and communicate the bigger picture</p> <p>Ability to elicit cooperation from a wide variety of stakeholders, including internal departments and partner organisations</p> <p>Flexible approach to work: prepared to travel and work irregular hours</p>	<p>✓</p> <p>✓</p> <p>✓</p>	<p>✓</p>