

Job Description

Service:	Communications, Engagement and Public Affairs
Job title:	Communications Executive – external communications and public affairs
Grade:	F
Hours of work:	37
Responsible to:	Communications Manager
Responsible for	
Direct reports:	N/A
Indirect reports:	N/A
Budget:	N/A

Purpose of Post:

The Communications Executive – external communications and public affairs will play a key role in delivering high-quality external communications and public affairs activity that supports the council’s Corporate Plan. The postholder will develop external campaigns that promote council priorities, handle media enquiries, and draft clear, engaging content for diverse audiences. Working closely with officers, senior leaders and Cabinet members, they will ensure messages are accurate, timely and aligned with organisational objectives. The role will also provide expert advice to colleagues on the most effective communication approaches. In addition, the postholder will lead public affairs initiatives that influence national and regional policy, represent the council’s voice in policy debates, and strengthen the council’s position on key issues.

Key Deliverables:

Lead the development and delivery of strategic communications and public affairs campaigns that support the council's Corporate Plan and communications objectives.

Use research, data, and audience insight to ensure communications are relevant, inclusive, and impactful for Huntingdonshire's communities.

Contribute to the council's annual Communications Strategy and Action Plans, supporting a clear and consistent approach to engagement.

Create engaging content for digital platforms as part of integrated campaigns.

Draft and issue press releases, media statements and briefings that promote council services, initiatives and democratic decisions to residents and stakeholders.

Respond promptly and professionally to media enquiries, prepare statements, arrange interviews and manage media coverage to safeguard and enhance the council's reputation.

Be responsible for the monitoring and evaluation of media activity against corporate objectives as well as performance information for all aspects of press and media activity.

Build and maintain strong relationships with journalists across local, regional and national media outlets to support positive coverage and media engagement.

Attend relevant council meetings and civic events to provide media coverage and communicate key decisions and outcomes to the public.

Support the creation and implementation of a Public Affairs strategy for the council, working closely with relevant partners. To ensure an effective and influential approach.

Provide strategic media and public affairs advice to senior officers and councillors, ensuring communications align with council priorities and mitigate reputational risks.

Plan and deliver public affairs activity in line with council objectives, supporting effective engagement with MPs, Government departments and regional stakeholders.

Track policy, legislative and parliamentary developments to identify opportunities and risks that may affect the council or its communities.

Coordinate with services across the council to ensure timely, evidence-based responses to emerging policy and legislative issues.

Produce evaluation reports on the performance and success of public affairs work, including campaigns and engagement activity.



Work with colleagues to keep the council's stakeholder database up to date so that it acts as an effective tool for developing external relationships.

Coordinate entries on behalf of the council to national awards, including supporting services to develop award applications, maintaining a record of submissions and preparing positive communications about the work being put forward.


Support the wider Communications Team in delivering other corporate communications activity as needed.

Stay current with trends and innovations in media, public affairs and digital communications, identifying tools and approaches to enhance the council's engagement and influence.

Work on-call as part of a rota system (additional payment for this role)

<p>Knowledge and Qualifications</p> <p>The minimum knowledge required to undertake this role and any qualifications or training essential for the role</p> <p>(E) Essential (D) Desirable</p>	<p>Degree or equivalent level of experience (E)</p> <p>Detailed knowledge of a wide range of communications, marketing and engagement tools and media (E)</p> <p>Chartered Institute of Public Relations (CIPR) membership (D)</p>
<p>Experience</p> <p>Experience the person would need to do the job</p> <p>(E) Essential (D) Desirable</p>	<p>Working in a communications function within a large organisation (E)</p> <p>Working with the media (E)</p> <p>Supporting corporate prioritisation and supporting decision making (E)</p> <p>Developing communications campaigns using research, insight, evaluation and measurement (E)</p> <p>Writing press releases, pitching features and thought leadership articles to the media (E)</p> <p>Creating engaging social media content across a range of platforms (E)</p> <p>Experience of delivering public affairs work, ideally in local government or the public sector (D)</p> <p>Experience of delivering or taking part in communications or public affairs campaigns. (D)</p> <p>Understanding of the legislative process and how policy is developed (D)</p> <p>Working with senior leaders (D)</p>
<p>Skills and Abilities</p> <p>Specific skills the applicant would need to do the job</p> <p>(E) Essential (D) Desirable</p>	<p>Good IT skills with excellent knowledge of Microsoft Word, Outlook, Excel and PowerPoint (E)</p> <p>Good presentation skills (E)</p>

	<p>Excellent communication skills, both written and verbal to clearly articulate messages to a variety of audiences (E)</p> <p>Good editing skills (E)</p> <p>Ability to clearly articulate messages to a variety of audiences (E)</p> <p>Analysing, interpreting and organising data (E)</p> <p>Working effectively at all levels in an organisation (E)</p> <p>Working to deadlines (E)</p> <p>Time Management and prioritisation (E)</p> <p>Good political awareness and understanding of what drives political priorities and policymaking (E)</p> <p>Exercise political judgement (E)</p> <p>Ability to write reports (D)</p>
<p>Decision Making and Impact on Others</p> <p>What impact the reasons made by the post holder would have on others across the Council</p>	<p>Provide advice and support to Officers</p> <p>Communications can lead to well informed employees and residents able to access our services</p> <p>Good communications can enhance and protect the council's reputation</p>
<p>Communication with Internal and External Customers</p> <p>What customers the applicant would be in contact with in the job</p>	<p>Internal 40%: Senior Leadership Team Managers across all services Communication Network</p> <p>External 60%: Members Media Stakeholders Member of the public</p>

<p>Personal Attributes and Other Requirements</p> <p>In this section please list any other qualities you are looking for from the applicant</p> <p>(E) Essential (D) Desirable</p>	<p>Be a good team worker demonstrating loyalty and commitment to the organisation and team members (E)</p> <p>Ability to establish and maintain strong relationships (E)</p> <p>Excellent planning and organisation skills (E)</p> <p>Problem solving (E)</p> <p>Flexible and adaptable (E)</p>
<p>HDC values</p> 	<p>The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team.</p> <p>Inspiring: We have genuine pride and passion for public service; doing the best we can for customers.</p> <p>Collaborative: We achieve much more by working together, and this allows us to provide the best service for customers.</p> <p>Accountable: We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers.</p> <p>Respectful: We respect people’s differences and are considerate to their needs.</p> <p>Enterprising: We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.</p>

Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.