



Senior Communications Officer

Post number: COM003

Grade: Scale 5

Date: October 2026

Service area: Communications

Reports to: Communications Manager

Job profile

Purpose

We are seeking a proactive, creative and enthusiastic Senior Communications Officer.

Working as part of a busy and collaborative team, you will help deliver clear, consistent and engaging communications to residents, employees, councillors and stakeholders. Your primary focus will be promoting East Cambridgeshire District Council, celebrating its achievements and demonstrating the positive impact of its services, projects and investment in local communities.

Working across council services, you will identify and communicate achievements, successful initiatives and strong performance, showing how the council improves local people's lives. This will include highlighting its strong financial stewardship, commercial-for-community approach and commitment to delivering high-quality, customer-focused services for residents.

You will play an important role in strengthening understanding of the council's work, building pride in East Cambridgeshire and ensuring residents, employees and stakeholders are informed about the services, opportunities and outcomes the council delivers.

If Local Government Reorganisation progresses, you will also support the Communications Team in preparing residents, employees and stakeholders for the transition to new unitary authorities, while helping to capture and communicate the council's legacy.



This is an exciting opportunity for an experienced communications professional who enjoys creating compelling content, managing multiple projects and building positive relationships.

Dimensions

The post holder will report to the Communications Manager. The post holder will not be directly responsible for managing staff or budgets.

Main duties and responsibilities

1. Produce clear, accurate and engaging content for a range of channels, including websites, newsletters, social media, briefing notes and press releases.
2. Translate complex, technical and sensitive information into accessible and engaging communications.
3. Support the development and delivery of communications and engagement plans that promote the council's priorities, services, achievements and positive impact across East Cambridgeshire.
4. Create and support communications, engagement and promotional campaigns that showcase the council's achievements, services and positive impact on local communities.
5. Identify and develop case studies, success stories and community outcomes for use across media, digital channels and stakeholder communications.
6. Capture and promote the council's achievements, successful initiatives and learning, creating a strong record of its contribution to East Cambridgeshire and material that can support any future organisational transition.
7. Develop content that highlights the council's strong track record in areas such as financial stewardship, community investment, affordable housing delivery, support for vulnerable residents and customer-focused services.
8. Manage and monitor social media channels, creating engaging content and responding to enquiries where appropriate.
9. Create, maintain and update website content, ensuring it is accurate, accessible and user-focused.
10. Support internal communications activities, helping employees stay informed and engaged about council priorities, achievements and any future organisational change.



11. If Local Government Reorganisation progresses, support the Communications Team in planning and delivering communications for the transition to new unitary authorities.
12. Assist with public engagement activities, consultations, events and stakeholder communications.
13. Build effective relationships with colleagues across services, partner councils and external organisations to gather information and develop communications materials.
14. Build positive relationships with local, regional and specialist media, identifying opportunities to promote council achievements and initiatives.
15. Monitor media coverage and social media activity, identifying opportunities, emerging issues and reputational risks.
16. Evaluate the effectiveness of communications campaigns and report on performance metrics.
17. Ensure all communications comply with accessibility requirements, branding guidelines and corporate standards.
18. Support media relations activities, including media briefings, spokesperson preparation and crisis communications as required.
19. Participate in a 24/7 communications on-call rota and work outside normal office hours when necessary.

Special conditions

The post is full time (37 hours), 12-month fixed contract.

Pre-employment checks

None

Business Travel

Casual car user



Person specification

Qualifications

Description	Essential or desirable	Assessed through the application form or through the interview
4 GCSE's (grade C/grade 4 or above) or equivalent, including English and Maths	Essential	Application
A degree level PR or Marketing qualification, or working towards one (e.g. CIPD)	Desirable	Application

Experience

Description	Essential or desirable	Assessed through the application form or through the interview
Minimum of 2 years previous communications, public relations or marketing experience	Essential	Application
Minimum of 2 years previous experience in a public facing role	Essential	Application
Previous experience of managing social media accounts for a corporate entity	Desirable	Interview
Experience of working in Local Government or a politically sensitive environment	Desirable	Application
Experience supporting communications for organisational change or transformation programmes	Desirable	Interview
Experience in stakeholder engagement and community consultation	Desirable	Interview



Knowledge, skills and abilities

Description	Essential or desirable	Assessed through the application form or through the interview
Knowledge and understanding of the main functions of a communications department	Essential	Interview
Knowledge and understanding of how the media operates	Essential	Interview
Knowledge of accessibility standards and digital content best practice	Desirable	Interview
Ability to manage complaints and challenging situations professionally	Desirable	Interview
Ability to use AI tools to improve efficiency and support communications delivery	Desirable	Interview
Awareness and understanding of GDPR and data protection	Essential	Interview
Excellent clear and concise verbal and written communication to interact with employees, managers, the public and external parties	Essential	Interview
Proficiency in Microsoft Office and willingness to be trained on the Council's IT systems	Essential	Interview
Ability to manage sensitive information and maintain confidentiality	Essential	Interview
Excellent organisational skills to ensure deadlines are met	Essential	Interview



Personal Attributes

Description	Essential or desirable	Assessed through the application form or through the interview
Positive and approachable	Essential	Interview
Creative	Essential	Interview
Supportive and empathetic	Essential	Interview
High level of attention to detail	Essential	Interview
A flexible approach and willingness to learn new skills	Essential	Interview
Team player	Essential	Interview
Discreet and tactful	Essential	Interview