

JOB DESCRIPTION

Job Title	Junior Journalist Apprentice
Position Number(s)	1
Department	Corporate Services
Section or Service	Communications
Grade	Apprentice Salary: London Living Wage (£20,180)

DESIGNATION:

Responsible to:	Head of News
Employees directly supervised (if applicable):	None
Family Tree:	
<i>This role will report to the Head of News and work with all communications officers within the communications structure.</i>	

1. JOB PURPOSE:

The Council provides a wide range of [services](#) that support and benefit our residents. We are committed to Putting Communities First, showing Respect, Integrity and Working Together to help make every team's work a success.

As an apprentice you will become an important part of our Council's work. You will, over time, work in varied areas across diverse projects, providing solutions to a range of people and issues. You'll work with a range of internal and external stakeholders including our customers.

Your apprenticeship programme will help you grow in your role and gain valuable skills and experiences for your current and future work. You will spend 20% of your working hours gaining skills and knowledge to work towards the [Junior Journalist](#) Level 3 apprenticeship standard. This will typically include attending workshops, on-line learning, webinars, coaching or shadowing.

Note: The duration of this role is 24 months, which is the typical length of the apprenticeship programme.

The role is an ideal starting position for someone with a keen interest in local and national news and ambitions in media. You will be an excellent writer, with an eye for great visual content that can bring the Council's work to life. You will spot opportunities and hunt out stories from across

the Council's services to demonstrate our work and shape the Council's positive reputation with our external and internal audiences. This will be a fast paced role. You will be able to jump to a task quickly, meet tight deadlines and be ready to learn new skills.

2. DESCRIPTION OF DUTIES:

Duties will vary from day to day. You should:

- Be an engaging writer who can translate complex information into plain English
- Have an understanding of what makes a successful media story and an active interest in local and national news
- Understand the multi-media nature of the current news landscape, and the role images, video, audio and graphics play in good media output

You will:

- Seek out positive stories from across the Council by hunting out news in upcoming committee meetings, departmental meetings and interviewing spokespeople
- Prepare engaging news content for the Council's own channels including our website, intranet, e-newsletters and print newsletters for residents
- Undertake daily media monitoring to stay across the issues of the day
- Pitch stories to media: writing media briefings, press releases and providing supporting visual content
- Identify opportunities for broadcast media, providing filming locations and briefing spokespeople
- Support the Head of News and communications officers to deliver media training to spokespeople
- Take part in the out of hours media and social media response rota
- Take turns in producing daily communications bulletins for staff
- Monitor and recording the impact of communications activity

I agree to the above job description

Post Holder.....
Date.....

Head of Service.....
Date.....

3. DIMENSIONS:

(WHERE APPROPRIATE)

Quote figures which give a picture of the job as follows:

- (a) Annual budgetary amounts with which the job is either directly or indirectly concerned**
(b) Any other statistics relating to the work

I agree to the above job description

Post Holder.....

Date.....

Director / Chief Officer.....

Date.....

SELECTION CRITERIA/PERSON SPECIFICATION

Job Title:	Media and Communications Officer
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Conditions to Note:

Candidates:

When completing your application form, please address your answers directly to each of the selection criteria below. This enables the panel to assess your ability to meet each criterion. It is essential that you give at least one example of your ability to meet each of the four Values and Behaviours: Putting Communities First, Respect, Integrity and Working Together.

Recruiting Managers:

The following values and behaviours are essential criteria in each post and must be addressed directly by candidates. The Guidance Notes on values and behaviours for managers give example questions to probe candidates in the interview and application stages of the recruitment process.

Values & Behaviours

The Royal Borough of Kensington and Chelsea has identified four key behaviours and values that should be demonstrated by all council employees. Successful candidates will show the ability to meet these behaviours.

A	<p>Equal Opportunities Demonstrate an understanding of and commitment to Council policies in relation to Equal Opportunity, Customer Care and service delivery, and the ability to implement these policies in the workplace.</p>
B	<p>Qualifications</p> <p>Essential: Have achieved a pass in English and Maths at Level 1 or above, GCSEs or equivalent. Please note: Level 2 English and Maths will need to be achieved, if not already, prior to taking the end point assessment (EPA) for your apprenticeship.</p> <p>Desirable: Typically candidates will have achieved a grade C or above in at least five GCSEs and/or A levels or equivalent. They may also:</p> <ul style="list-style-type: none"> • have a lower level Apprenticeship • have other relevant qualifications and experience

C Skills; Experience and Attitude

Essential:

- Able to demonstrate our values and behaviours (please see below)
- Willing to learn and master any knowledge, skills or system required for your work
- Build and maintain positive relationships within the team and across the organisation: Demonstrate ability to influence and challenge appropriately
- Work well with a range of internal and external people including our customers; identify and/or resolve issues for customers and appropriately signpost them to assistance.
- Able to work productively and collaboratively with others in different kinds of teams
- Be proactive and enjoy coming up with new ideas and better ways of doing things
- Excellent written English
- Experience in communications
- Creating engaging content including text, video, simple graphics, imagery, for various communications channels
- Successfully engaging with media outlets to secure positive coverage
- Managing negative / hostile media coverage
- Summarising lengthy, complex documents in an accurate and accessible manner

Desirable:

- Good planning and organisation skills
- Able to work productively in a busy and changing environment
- Able to manage a demanding workload, handle conflicting priorities and work with minimal supervision
- Able to process large amounts of data accurately and efficiently
- Planning communications campaigns
- Photography and video filming and editing
- Evaluating communications activity
- Working in the public sector (local or central government, social housing, state education, NHS, emergency services)
- Knowledge of the borough

Our Values & Behaviours	
D	<div style="background-color: #00bcd4; border: 1px solid #000; border-radius: 10px; padding: 5px; text-align: center; margin-bottom: 10px;">PUTTING COMMUNITIES FIRST</div> <ul style="list-style-type: none"> • We put local people at the heart of decision making in everything we do. • We seek to include and involve: all voices matter. • We provide quality services that are responsive, effective and efficient. <p>The following examples are indicators of effective behaviour:</p> <ul style="list-style-type: none"> • I actively involve and include the communities that I serve in my work. • I shall reflect the views of the communities in my daily work. • I shall improve the service I provide through seeking feedback from others. <p>Our residents will feel that:</p> <ul style="list-style-type: none"> • I have been included • I can see how my views have been taken into account • I can see improvements and developments based on my input
E	<div style="background-color: #4caf50; border: 1px solid #000; border-radius: 10px; padding: 5px; text-align: center; margin-bottom: 10px;">RESPECT</div> <ul style="list-style-type: none"> • We listen to everyone and value the personal experiences of people in our communities and of each other. • We adopt a fair, and involving approach regardless of any way in which an individual is different to us. <p>The following examples are indicators of effective behaviour:</p> <ul style="list-style-type: none"> • I adapt my approach to take account of all differences and cultures in the community and with colleagues. • I ensure I am equitable and fair by including those who are quiet or may not be able to represent themselves. • I communicate in a way that is respectful, encourages involvement and meets people's needs. <p>Our residents will feel that:</p> <ul style="list-style-type: none"> • I feel my culture and background are respected. • I have confidence that action is being taken. • I feel I am being treated fairly.
F	<div style="background-color: #00bcd4; border: 1px solid #000; border-radius: 10px; padding: 5px; text-align: center; margin-bottom: 10px;">INTEGRITY</div> <ul style="list-style-type: none"> • We act with openness, honesty, compassion, responsibility and humility. • We let people know what we are doing and communicate why and how decisions have been made. <p>The following examples are indicators of effective behaviour:</p> <ul style="list-style-type: none"> • I demonstrate empathy in my interactions with others. • I am honest and transparent about the decisions I take. • I follow through on the actions I say I will take and take ownership for communicating the outcome. <p>Our residents will feel that:</p> <ul style="list-style-type: none"> • I am told when something is not possible and the reasons why are explained to me. • I feel my perspective is listened to and understood. • I feel my views are valued.

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WORKING TOGETHER

- **We work together and in partnership with everyone that has an impact on the lives of our residents.**
- **We want to understand, learn from each other and continually adapt.**

The following examples are indicators of effective behaviour:

- I work with others to provide an effective service for residents, local communities and other departments within the Council.
- I seek ways to work with other departments to deliver a seamless service and find opportunities to improve.
- I seek out opportunities to learn from my colleagues and build on good practice.

Our residents will feel that:

- I can get my issue resolved without being passed around departments.
- I find it easy to access the services that I need.
- I feel the Council is open to new ideas.