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**Job Title**: Community Response Officer

**Department:** Community Response and Stakeholder Engagement

**Reports to:** Community Response Manager

**Direct Reports:** None

**Location:** Hybrid: Activity-based onsite

**Contract Type:** Permanent

**Grade:** CA4

**Main purpose of the job**

As Community Response Officer you will cover a wide and diverse range of communications and engagement activities to positively support our work as a 24-7 emergency response organisation.

You will work across the organisation to inform, inspire and involve communities, partners, and stakeholders. Working on proactive projects and campaigns as well as reactive incident response and reputational issues.

You will also help us to improve access to and engagement with key audiences by raising awareness of priority areas, supporting our operations teams and showcasing the impact of our initiatives through targeted projects and programmes. You will also help with media monitoring and horizon scanning, working closely with the Executive Leadership Team and other parts of the business.

You will engage effectively with our wide-ranging audiences through a variety of channels including social media and web content, events and activities, webinars and media relations (reactive and proactive at local, national and trade levels).

From developing communications plans to delivering and evaluating, you will be writing high quality content such as press releases and case studies as well as producing creative content, including photography and video, and utilising this to maximise our engagement.

You will use your experience and knowledge to raise standards in your work and continuously develop our digital presence, raising awareness and championing the latest trends and developments across the team.

Ensuring you deliver a great service and providing value for money for the taxpayer, you will always place our mission, purpose and values at the heart of everything you do.

**Responsibilities**

**Specific**

* Use a variety of communications and engagement strategies, channels and tactics to inform, inspire and involve communities effectively during reactive and proactive work.
* Author and publish high-quality, accessible written content to convey our messages across a variety of communication channels. This will include (but not be limited to), social media, email, website, media stories and corporate information documents.
* Create and produce visual content, such as photography and video, using relevant software to maximise our engagement with appropriate audiences.
* Work as part of the community response team to handle and respond to reactive media enquiries ensuring timely and quality responses.
* Respond quickly to reactive incidents and reputational issues and act as the 24/7 Community Response lead within our critical incident management team and as part of a rota system.
* Use analytical, evaluation and monitoring tools to identify communications issues and opportunities, raising awareness internally by collating internal reports when required.
* Support internal training to ensure media and social media readiness as well as taking part in regular training exercises and post-incident reviews, to evolve plans and processes.
* Work with colleagues from across the organisation to improve our customer journey via our websites, sometimes navigating complex topics.
* Identify opportunities for internal content and work closely with relevant teams to execute.
* Support the procurement and commissioning of our communications and engagement activities using relevant systems to raise purchase orders and communicate with suppliers.
* Focusing on continual professional improvement, such as reviewing and keeping the team ahead of digital developments.
* Think ahead, anticipate, engage proactively and take the initiative to provide timely and expert counsel to different areas of the business.

**General**

* Act in line with the behaviours and values of the organisation.
* Manage your own performance to be accountable for meeting individual, team and corporate objectives.
* Act in accordance with the Scheme of Delegation and ensure propriety and regularity in the handling of public funds.
* Actively demonstrate the Mining Remediation Authority’s customer service standards expected of your role.
* Follow and contribute to the improvement of operational and team processes and procedures.
* Assist with the preparation and delivery of the team’s objectives, budgets and financial records.
* Identify opportunities and implement change leading to team development, system improvement and ensuring good value for money.
* Maintain and develop positive stakeholder relationships in order to promote the organisation and assist it to meet its objectives.
* Support research and development projects.
* Ensure that the organisation's statutory responsibilities are effectively discharged.
* Carry out any further reasonable requests from your line manager.

**Competencies Level**

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| **Seeing the bigger picture** - has an in-depth understanding and knowledge of how the role fits with and supports The Mining Remediation Authority’s business priorities | **4** |
| **Changing and improving** - responsive, innovative and seek out opportunities for continuous improvement | **4** |
| **Making effective decisions** - objective; uses sound judgement, evidence and knowledge to provide accurate, expert and professional advice in a timely manner | **4** |
| **Leading and communicating** - leads from the front and communicates with clarity, conviction and enthusiasm | **4** |
| **Collaborating and partnering** - creates and maintains positive, professional and trusting working relationships with a wide range of people, within and outside The Mining Remediation Authority, to achieve results | **4** |
| **Building capability for all** - has a strong focus on continuous learning for self, others and the organisation | **4** |
| **Achieving commercial outcomes** - has a commercial, financial and sustainable mind-set to ensure all products and services deliver added value and stimulate growth | **3** |
| **Delivering good value for money** - achieves a good mix of quality and effectiveness for minimal cost and to improve return on investment | **4** |
| **Managing a quality service** - plans, organises and manages their time and activities to deliver a high-quality customer experience | **4** |
| **Delivering at pace** - delivers timely performance, with energy, and taking responsibility and accountability for high-quality outcomes | **4** |

**Person specification**

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| **Job Title:** Community Response Officer  **Department:** People and Engagement: Community Response and Stakeholder Engagement |
|  | **Essential** | **Desirable** |
| **Qualifications and Training** | * Qualification in a relevant discipline or equivalent demonstrable experience of working in communications and engagement
 | * membership of relevant professional body – e.g. CIM, CIPR
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| **Experience and Knowledge** | * proven experience of creating content to reach target audiences via a variety of internal and external channels

 * experience of creating impact through publishing content and measuring its effectiveness

 * experience of handling reactive media enquiries and working with teams to ensure a timely and quality response

 * experience of creating content for different digital channels experience of using analytics or evaluation tools to monitor the effectiveness of engagement. Assess data/trends to produce impact reports
* experience of working with the media to place quality content and identify opportunities to place proactive and impactful content

 * experience of carrying out research to apply insight and give recommendations to select the most effective engagement channels to reach a community
 | * experience of producing content for technical or complex subjects
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| **Skills and Abilities** | * proven communication, presentation, negotiation and interpersonal skills – with the ability to build positive relationships and provide solutions to colleagues at all levels

 * ability to interpret a level of technical and scientific information and translate this into accessible and engaging content for our audiences

 * attention to detail in all aspects of work and confidence to quality assure the work of peers when required

 * ability to work to tight deadlines and manage competing priorities

 * IT literacy, including Microsoft Office applications (including Excel, Word and PowerPoint), LinkedIn, X, Facebook, Instagram , WordPress (or equivalent), MailChimp (or equivalent) and willingness to learn how to use new systems

 * positive customer and engagement focus

 * ability to work flexibly, collaboratively and at pace as part of a team
 | * Use of Adobe programmes such as Premier Pro, Photoshop, or InDesign
* Experience of writing and publishing for Gov.uk
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| **Other** | * occasional site visits and event attendance including overnight stay across the UK
* current UK driving licence
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