At Cheshire West Recycling we’re looking for a Communications Coordinator to help deliver our communications strategy.

We work with the communities we serve, leading positive environmental change to create clean and safe places to live and work for future generations. People are at the heart of everything we do, and everybody has a part to play. Through our core values we deliver exceptional services to our customers in a safe and carbon efficient way. We act responsibly and take ownership; we’re trusted because we are reliable and do what we say we’ll do, and we work together to innovatively drive improvement.

If you’re looking for an organisation where you can share your creative and engaging

communications skills then we have a position you’ll be interested in. An established communications specialist, you’ll draw on your experience and further develop your skills working in a busy and inspiring environment where you’ll be instrumental to how we communicate with staff and our stakeholders, through our messaging, culture, and reputation.

We’re looking for an enthusiastic team player with outstanding written and verbal communication skills and a keen eye for detail. You’ll be able to manage deadlines, timetables and competing priorities and have a clear understanding and commitment to equality, diversity and inclusion.

You will receive a competitive salary and generous employee benefits package. We have office hubs based in both Winsford and Ellesmere Port and we’re happy to talk flexible working opportunities which benefit you and Cheshire West Recycling.

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| |  |  |  | | --- | --- | --- | | Job title | Communications Coordinator  40 hours per week | Date: April 2024 | | Reports to (title) | Improvement and Engagement Lead | | | Contract/department | Improvement & Development Team | | | Location | Hubs based at Winsford and Ellesmere Port - Cheshire West (any location as may reasonably be required) | | | Salary | £35,000 to £37,000 (depending upon experience) | | |

**Job Purpose**

Reporting to the Improvement and Engagement Lead, you will play an integral role in how we communicate to staff and stakeholders through our messaging, brand, culture and reputation.

Developing and delivering the communications plans for service areas and projects, you will produce impactful communications and creative content whilst protecting, growing and championing the Cheshire West Recycling brand.

**Principal Accountabilities**

* Advise on and plan a variety of communications projects and campaigns delivering on agreed plans successfully
* Generate, edit and proof creative content to support a variety of internal and external projects, ensuring quality and appropriateness of message
* Maximise our brand image in keeping with our brand guidelines, using multi-media and digital options. Producing communications that are fresh, up-to-date and easy to understand
* Work with colleagues and service users to create engaging, people centred multimedia communications including written, video and graphic content.
* Lead on producing and delivering the content planner, ensuring messages are aligned to the communication strategy and are shared on the most suitable channel for the target audience
* Maintain, update and optimise digital platforms including design changes and development work
* Monitor online content and social media channels, responding to feedback and escalating where appropriate where reputational risks are identified
* Work closely with council colleagues on the delivery of joint comms campaigns and the development, production and dissemination of service literature
* Interpret service performance data and gather evidence of key achievements. Promote a culture where success is regularly celebrated and shared across the organisation

* Frequently benchmark and share industry best practice, suggesting improvements to existing methods where needed
* Uphold high quality administration standards and keep records including quotes, purchase orders, electronic filing, performance reporting and assets storage
* Manage own professional development to continually learn, to build resilience and manage and maintain personal wellbeing
* Work within Cheshire West Recycling’s values and ensure that all decisions are always taken in line with these, including ensuring value for money and the best outcome for stakeholders

NOTE

From time to time, you may be required to undertake work as determined by your line manager, up to or at a level consistent with the detail in the principal accountabilities.

Cheshire West Recycling operates across several locations, and you will be expected to work flexibly across all locations in line with business requirements.

**Person Specification**

Our Values: Safe | Responsible | Trusted | Innovative

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| **Qualifications** | * GCSE or equivalent standard in maths and English (essential) * Evidence of continual personal development in marketing, communications, PR, digital marketing or other related area (desirable) * Educated to degree level or working towards a marketing or communications qualification of a similar level (desirable) | CV/QC  CV/QC  CV/QC |
| **Experience** | * Experience of working in a communications function or similar role * Good understanding and experience of external and internal communication techniques, practices and current thinking * Experience of using digital communication channels in a professional environment and using design packages (Canva, Creative Cloud, etc) including video and podcast editing software * Experience of developing content and managing multiple communication channels * Experience of website development and administration using relevant analytic tools * Clear understanding of the importance of reputation and brand strength to an organisation * Experience of developing and implementing successful audience-led communications strategies * Experience of writing press releases and/or dealing with media enquiries | CV/I  CV/I  CV/I  CV/I  CV/I  CV/I  CV/I  CV/I |
| **Skills and**  **aptitudes** | * Effective copy writing, proofing and editing skills with excellent attention to detail * Self-motivated with the ability work on own initiative and a desire to devise creative solutions * Strong planning and project management skills * Ability to work with demanding deadlines in a fast-paced environment and manage resources through peaks and troughs * Ability to make sound judgments on the information available * Strong IT skills including Microsoft office software and remote video software - Outlook, Word, Excel, Power Point, Canva, Teams and Zoom * Knowledge of content management systems, web analytics and social networking software and a willingness to learn new packages * Confidence when dealing with internal and external stakeholders with an ability to build good relationships to influence effectively * Ability to collaborate effectively, accessing and utilising information from a variety of sources | CV/I/T  CV/I  CV/I/T  CV/I/T  CV/I  CV/I  CV/I  CV/I/T  CV/I/T |
| **Personal qualities** | * Highly organised and efficient with good planning skills * Innovative and dynamic with excellent creative skills * Adopts a flexible approach to the requirements of the job * Enthusiasm and willingness to learn and use initiative * Resilience and adaptability in the face of challenge or resistance | CV/I  CV/I  CV/I  CV/I |
| **Other**  **requirements** | * Occasionally be available to work outside normal office hours in accordance with business need (essential) * Experience in the waste/recycling sector (desirable) * A full UK driving licence (desirable) | I  CV  CV |

**Assessment Key:** CV = CV, I = Interview, T = Test/Assessment, QC = Qualification Certificate

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| *Creativity & Innovation* | *Creativity is a feature of the job but exercised within the general framework of recognised procedures. For example, a householder may require an alternative waste collection system to assist with compliance. The post holder would be required to suggest the best solution and discuss this with a Technical Team Officer).*  *The post-holder will contribute to the development of lean, efficient and flexible working processes.* |
| *Contacts and relationships* | *Issues generally not contentious, but where the outcome may not be straight-forward. Within the Council, the advice or guidance would relate to issues which are less well established. Alternatively outside contacts would involve identifying details of service needs, assessment and initiating action to provide assistance, offering straightforward advice or delivering more comprehensive support and/or care.*  *The post holder will require highly developed communication skills, in order to maintain good working relationships with waste collection crews, other team members and to encourage pro-environmental behaviours amongst the public, as well as communicate instructions and check understanding. Difficult and contentious issues will need to be dealt with / resolved (e.g. Where a resident is reluctant to follow the Council’s waste management instructions) on a regular basis* |
| *Decisions and Consequences* | *Work is carried out within clearly defined rules and procedures involving decisions chosen from a range of established alternatives.*  *Decisions have a minimal effect on the internal operations of the post’s own or other departments or on the individual or on the provision of the service to the public as a whole, but may have a material impact on an individual household.* |
| *Work Environment* | *The post holder will predominantly work “in the field” outside (70% time) with some office based work (approximately 30%). PPE will be provided.*  *There will be some exposure to unpleasant working conditions, as the post holder will be required to inspect the contents of waste bins on a regular basis (By lifting the bin lid and carrying out a visual inspection, and by examining waste in the top 25% of the bin. PPE will be provided.*  *Work subject to the interruption to the programme of tasks but not involving any significant change to the programme*  *Work involves minimal risk to personal safety or injury, illness or health problems arising from the environment or the public / clients.*  *The hours of working are full time. Flexibility over working hours is essential in order to optimise contact with householders. Some early starts will be required (6.30am equivalent to 1-2 times a week) in order to carry out monitoring of waste collection rounds. Some evening and weekend working may also be required for which time off in-lieu or overtime payments will be offered.* |
| *Management / Supervision* | *None* |
| *Knowledge and Skills* | *Essential*   * *Minimum GCSE grade 4 in Mathematics and English Language (or equivalent Grade C or above)* * *Minimum 1 year experience in a customer service environment (face to face)* * *Proven ability to deliver customer focussed services* * *Experience in maintaining accurate records* * *Ability to demonstrate organisational skills, and the ability to prioritise own workload* * *IT literate and proficient in the use of standard IT packages to create reports, produce correspondence and create performance information.* * *Numeracy skills and ability to manipulate data to calculate performance such as percentages, trends, participation levels etc…* * *Ability to travel extensively and efficiently throughout the County of Denbighshire (Driver’s licence essential).* |
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