

Job Description

1. Job Title	AONB Information Officer
Department	
Service	Place Shaping and Economic Growth
Team	Nidderdale Area of Outstanding Natural Beauty
Date prepared/Revised by	May 2022 Sarah Kettlewell
Post accountable to	Sarah Kettlewell
Post directly responsible for employees (number of workers)	Direct Supervision: 0 Indirect Supervision: 0
2. Main purpose	
3. Key Contacts	
<p>Internal: Nidderdale AONB team, Nidderdale AONB Joint Advisory Committee, Harrogate Convention Centre and Harrogate Borough Council colleagues, specifically sales and marketing teams.</p> <p>External: Organisations working in partnership with Nidderdale AONB, media, key stakeholders, design agencies, print suppliers, members of the public and private sector.</p>	
4. Main Accountabilities	
1.0	Oversee all internal and external communications for Nidderdale AONB
2.0	Develop, manage and create copy for digital media channels, including website and social media.
3.0	Create, design and distribute high quality digital and printed materials to promote the work of the AONB and ensure adherence to established design guidelines and relevant legislation
4.0	Manage and update the AONB's image and video library to ensure access to fresh and strong images
5.0	Provide communications support for AONB projects, including develop and maintain positive working relationships with partner organisations.
5. Standard Accountability Statements	
<p>Health and Safety You are required to comply with the Council's Health and Safety Policy and to take such steps as are reasonably practicable for your own health and safety and that of your colleagues at work and those affected by your work. You must comply with your safety responsibilities and must co-operate with management in all respects for the full implementation of the Council's Health and Safety Policy. Your safety responsibilities are shown on the Safety Responsibility Statement (SRS) for your post.</p> <p>Equality and Diversity: The post holder must adhere to all policies and procedures relating to equality and diversity in the workplace and provision of services.</p> <p>Learning and Personal Development: The post holder has a personal responsibility for his or her own learning and development, and will maintain up to date records of achievement and attendance as required. The post holder must undertake the learning and training identified in the job skills matrix, and other relevant training that is identified and agreed with their manager.</p> <p>Data Security: Harrogate Borough Council staff must, at all times, maintain personal responsibility for the safe and secure movement of data within, into and out of the authority.</p> <p>Safeguarding Policy and Procedures The post holder will adhere to all the Council's Safeguarding Policy and Procedures</p>	

6. Job activities <i>(for each accountability there should be no more than 4 or 5 activities)</i> Main duties and responsibilities relating to accountabilities identified above	
1.0	To oversee all external and internal communications for Nidderdale AONB, ensuring consistent and engaging content reflective of the organisation's priorities and brand.
2.0	<p>To develop and maintain a communications strategy and related plans and policies reflective of the overall aims and objectives of the organisation.</p> <p>To promote communications best practice across the organisation and provide training and support to colleagues as required. Maintain, develop and enhance the AONB's websites, providing specific input on technical matters, website administration site design and navigation.</p>
3.0	<p>To produce engaging, timely and accurate copy, imagery and video for print materials, articles, websites, e-newsletters and all social media channels, tailoring content for target audiences on each platform to increase effectiveness.</p> <p>To review, track, measure and report on the effectiveness of the AONB's communications and marketing activities, including digital media presence.</p> <p>To oversee the development and enhancement of the AONB's websites, providing specific input on technical matters, website administration, compliance with relevant legislations and best practice related to copy, site design and navigation.</p>
4.0	<p>To monitor and moderate all comments received online and escalate any concerns as appropriate.</p> <p>To maintain image library, providing access to new images and video content for communications work through outreach campaigns, liaising with local photographers and working with partner organisations.</p> <p>To manage communications related contractors, consultants and volunteers, ensuring value for money.</p> <p>To prepare briefs and be the point of contact with third party suppliers such as web developers, designers, film makers and print producers.</p>
5.0	<p>To provide support for AONB projects, integrating appropriate communications and marketing elements to effectively support projects' aims and objectives.</p> <p>To ensure partnership engagement through effectively developing and managing relationships with contacts across fellow organisations.</p> <p>To deliver PR support, including responding to media enquiries, organising and approving press releases, briefing and supporting colleagues for media appearances and managing relationships with local, regional and national press contacts.</p>

To design and distribute high quality digital and printed materials to promote the work of the AON, ensuring brand guidelines are adhered to at all times across the organisation.

To coordinate the external production of printed materials including sourcing designers and printers, developing design and print specifications and print management.