

Appendix 1: Proposals for additional corporate communication resources

Existing –unchanged			Existing – for change	Additional	
Communications Manager – LG14					
Comms Officer – LG10	Comms Officer – LG10	Comms Assistant – LG 7	Comms Officer – LG10 -P/T Change: <ul style="list-style-type: none"> balance of F/T hours for graphic design post Review after 9 months 	Digital Comms Officer – LG10	Comms Officer (Special Projects) – LG10
The roles			Role	The roles	
Respond to media enquiries and provide a range of communication support to the Customer Services and Chief Executive Directorates. Work with other members of the team in maximising promotion of information and consistency of message	Respond to media enquiries and provide a range of communication support to the D&I Services Directorate. Work with other members of the team in maximising promotion of information and consistency of message	Provide administrative support to the team. Monitor media coverage. Contribute to social media development. Provide assistance with press releases.	Comms Officer - as per the other Comms Officers, for the Community Services Directorate. Graphic designer: produce internal branding for ‘Make it happen’/cultural change, templates for use by others without design skills, branding guidance, training in using the templates. Review after 9 months what the council most needs: more comms officer hours, a senior comms post, a longer term graphic designer.	Implement and maintain the council’s digital newsroom. Monitor social media mention of council and council issues; co-ordinate responses NB This post would not necessarily be based in Kilmory	Internal communication – develop processes and output for communicating with employees. Lead on delivering key projects such as transformational and culture change. Support the Digital Comms Officer with the newsroom Work with Economic Development’s Marketing and Promotions officer. .
Costs					
No change	No change	No change	Comms/Graphic Designer combination = marginally less than F/T Comms Officer – £35k approx. compared to £38k	Additional £38k	Additional £38k
Role of Communications Manager in extended team: With increased support could better match delivery of communication priorities to the timescale most advantageous to the council; and with less need for operational in-put, could better support senior managers with strategic communication advice.					

