

From: [Foi Enquiries](#)
To: [REDACTED]
Subject: FOI-17-1541 - Press Office
Date: 10 November 2017 15:57:00
Attachments: [Further Information - Right to Review & Appeal.pdf](#)
[FOI-17-1541 - Press Office.pdf](#)

Dear [REDACTED]

Thank you for your information request of 23 October 2017. Aberdeen City Council (ACC) has completed the necessary search for the information requested.

1) The budget for your council's press office/media department in 2011/12, 2012/13, 2013/14, 2015/16 and 2016/17

Please see below:

2011/12: £230,943
2012/13: £221,327
2013/14: £224,920
2015/16: £223,076
2016/17: £250,702

2) The headcount of staff employed in your council's press office/media department in 2011/12, 2012/13, 2013/14, 2015/16 and 2016/17

Please see below:

2011/12: 6
2012/13: 3
2013/14: 4
2015/16: 4
2016/17: 5

3) A structure chart and job descriptions and salary bands for the media relations/press office team currently employed by your council.

Please refer to the attached document [FOI-17-1541 – Press Office](#).

We hope this helps with your request.

Yours sincerely,

Anna Buchan
Information Compliance Officer

INFORMATION ABOUT THE HANDLING OF YOUR REQUEST

ACC handled your request for information in accordance with the provisions of the Freedom of Information (Scotland) Act 2002. Please refer to the attached PDF for more information about your rights under FOISA.

Information Compliance Team

Customer Service
Corporate Governance
Aberdeen City Council
3rd Floor North
Business Hub 17
Marischal College
Broad Street
ABERDEEN AB10 1AQ

foienquiries@aberdeencity.gov.uk

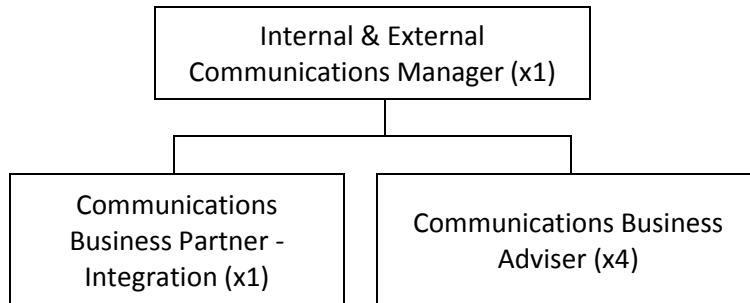
Tel 03000 200 292

*03000 numbers are free to call if you have 'free minutes' included in your mobile call plan.
Calls from BT landlines will be charged at the local call rate of 10.24p per minute (the same as 01224s).

www.aberdeencity.gov.uk

FOI-17-1541 - Press Office

Structure Chart:



Salary Grades (full time) effective from 1st April 2017:

- Internal & External Communications Manager = Grade 16 (£46,580 to £53,160 per annum)
- Communications Business Partner – Integration = Grade 14 (£35,594 to £40,712 per annum)
- Communications Business Adviser = Grade 12 (£27,302 to £31,111 per annum)

Job Profiles:

- **Appendix A** Internal & External Communications Manager
- **Appendix B** Communications Business Partner - Integration
- **Appendix C** Communications Business Adviser

ABERDEEN CITY COUNCIL JOB PROFILE

1 Job Details	
Job Title:	Internal & External Communications Manager
Job Profile no:	
Directorate:	Office of Chief Executive
Service:	Communications and Promotion
Grade:	G16
Version Date:	

2 Job Purpose
<p>To work with the Head of Communications and Promotion in providing a consultancy service delivering a comprehensive, professional communications and promotion service which achieves the Council's business plan and assists in the delivery of a range of innovative and business aligned communications interventions. This is intended to support Directorate service delivery, innovation, behaviour change, demand management and place promotion.</p> <p>The postholder will be expected to:</p> <ul style="list-style-type: none"> • facilitate the delivery and design of effective and integrated external and internal communications processes and strategies • implement tools and systems that manage workflow • ensure an effective consultation and engagement service and to be the professional lead for consultation and engagement across the council • lead, direct and evaluate key council wide campaigns in accordance with the council's priorities and Community Plan themes • strategically analyse the print, broadcast and online media for opportunities to maximise understanding of the council's strategic, service delivery and policy objectives • ensure maximum use of online and social media technologies for the benefit of residents and the reputation of the council

3 Reporting Relationships
<div style="text-align: center;"> <p>Head of Service</p> <p> </p> <p>Internal & External Communications Manager *</p> <p>Communications Business Partner</p> </div>

4 Outcomes
<p>The post holder will be expected to:</p> <ul style="list-style-type: none"> • Provide a professional communications consultancy support and advice service to directorates and service managers across the council • Support, train and develop Communications Business Partner(s) and Advisers as the first point of contact for client directorates • Lead on the production of a rolling communications grid and plan that meets service

- needs and is aligned with corporate priorities, objectives, programmes and plans
- Advise, deliver and evaluate communications services to directorates across a range of communications areas including working with the media, internal communications, campaigns, consultation and engagement
- Advise on internal communications aspects of transformational and organisational change
- Support the council and communications staff in adhering to communications good practice, council policies, statute and guidance
- Lead and contribute to cross functional project teams as required
- Build and maintain positive working relationships with internal customers and external groups

5 Knowledge

The post holder needs to be able to demonstrate:

- Knowledge of how the business partnering model and different consultancy approaches can work in delivering communications services
- Knowledge and/or understanding of law, statute and guidance as it relates to local government communications practice
- Track record of building and boosting the reputation of a significant organisation including the use of press office software and evaluation
- Knowledge of how evaluation and analysis can help drive communications strategy and best practice

6 Job specific skills and competencies

The post holder is expected to demonstrate:

- Ability to manage, lead, develop and support a team
- Proven experience in building and maintaining successful working relationships at all levels of an organisation
- Ability to problem solve and respond appropriately in a variety of situations
- Ability to critically evaluate information and develop practical business orientated solutions
- Ability to provide succinct and business focussed advice to managers on a wide range of communications issues
- Consultancy and facilitation skills with demonstrable ability in influencing and coaching others
- An ability to demonstrate a creative approach to the design and development of communications strategies and plans
- An ability to undertake and achieve successful outcomes in communications project work

7 Organisational Behaviours

The post holder is expected to display the following behaviours:

- **Communication** – communicates in a way which is clear, open, honest and constructive; shares, listens and responds to information, opinions, ideas and instructions
- **Customer focus** – recognises customer service is part of everyone's job; takes into

account customer needs and expectations; strives to meet expectations where possible, manages expectations where this is not possible; is proactive in improving the service

- **Respect** – behaves in a way that demonstrates respect for people, property and policy
- **Professionalism** – maintains the standards expected by the service and the organisation at all times; remembers that they are representing the council

8 Requirements of the Job

The post holder needs to hold as a minimum:

- Membership of, or be eligible to hold the Chartered Institute of Public Relations or equivalent

9 Development

The post holder must have undertaken or must undertake within a specified period:

- Familiarisation with Aberdeen City Council policies and procedures
- Training in job evaluation schemes in operation in the Council
- Understanding of producing communications materials for diverse audiences
- Protecting Children – Internal Online Module
- Data Protection – Internal Online Module
- Equality and Diversity Essentials – Internal Online Module
- For your Eyes Only (ICT security) – Internal Online Module
- Health and Safety

ABERDEEN CITY COUNCIL JOB PROFILE

1 Job Details	
Job Title:	Communications Business Partner - Integration
Job Profile no:	
Directorate:	Office of Chief Executive
Service:	Communications and Promotion Service
Grade:	G14
Version Date:	

2 Job Purpose
<p>The postholder will assist in the delivery of a range of innovative and business aligned communications interventions to support Directorate service delivery, innovation, behaviour change, demand management and place promotion.</p> <p>Specifically the postholder will support the communications elements of health and social care integration.</p> <p>A consultancy approach will be used to deliver a comprehensive and professional communications and promotion service which supports the Council's business plan and objectives.</p> <ol style="list-style-type: none"> 1 To work with Directors and other Senior Managers in implementing an integrated communications strategy for directorates which is widely owned, ambitious and secures demonstrable improvements in the way the Council communicates both internally and externally; 2 To manage directorate communications, contribute to and implement strategies (internal and external), campaigns, consultations and plans which support and further the delivery of the corporate communications strategy; 3 To manage the directorate's relationships with the press and media including online channels; 4 To manage and support Communications Business Advisers as appropriate; and 5 To ensure that all resources are effectively deployed in pursuit of the goals and objectives set out in the corporate strategy.

3 Reporting Relationships
<p style="text-align: center;">Head of Service</p> <p style="text-align: center;"> </p> <p style="text-align: center;">Functional lead (Internal & External Communications; Events & Place Promotion; Design & Marketing; Public Performance Reporting)</p> <p style="text-align: center;"> </p> <p style="text-align: center;">Communications Business Partner *</p> <p style="text-align: center;"> </p> <p style="text-align: center;">Communications Business Adviser</p>

4 Outcomes**The post holder will be expected to:**

- Provide a professional communications consultancy support and advice service to the Director and service managers of an allocated Directorate
- Support the client Directorate in producing a communications plan and grid that meets service needs and is aligned with corporate priorities, objectives, programmes and plans
- Advise and deliver communications services to directorates across the full range of the communications mix including working with the media, marketing and design, internal communications, campaigns, consultation and engagement
- Support the implementation of communications activity in line with legislation, statute, guidance, council policies and organisational objectives
- Lead and contribute to cross functional project teams as required
- Build and maintain positive working relationships with internal customers and external groups

5 Knowledge**The post holder needs to be able to demonstrate:**

- Knowledge of the Business Partnering model in delivering communications services
- Knowledge of communications law, guidance and best practice
- Knowledge of changes and significant issues facing the health and/or social care sector
- Demonstrate knowledge and understanding of different consultancy approaches which meet the needs of clients/customers
- An understanding of communications issues within a large multi-disciplined organisation
- The post holder will need to demonstrate knowledge in two of the following areas:-
 - Marketing, social media and promotion
 - Media and press office management
 - Events management
 - Internal communications
- The post holder needs to be able to demonstrate an understanding or experience of:
 - Acting as Brand Manager for a range of services, any 'sub' brands and national brands in relation to all marketing materials including publications, promotional material, social media, web pages/content, exhibition materials and signage and is consistent with key messages and stakeholder needs

6 Job specific skills and competencies**The post holder is expected to demonstrate:**

- Ability to manage, lead, develop and support a team
- Proven experience in building and maintaining successful working relationships at all levels of an organisation
- Experience of leading the communications aspects of change management or behaviour change
- Ability to problem solve and respond appropriately in a variety of situations.
- Ability to critically evaluate information and develop practical business orientated solutions

- Ability to provide succinct and business focussed advice to managers on a wide range of communications issues across the marketing mix
- Consultancy and facilitation skills with demonstrable ability in influencing and coaching others
- An ability to demonstrate a creative approach to the design and development of communications policy and processes
- An ability to undertake and achieve successful outcomes in communications project work

7 Organisational Behaviours

The post holder is expected to display the following behaviours:

- **Communication** – communicates in a way which is clear, open, honest and constructive; shares, listens and responds to information, opinions, ideas and instructions
- **Customer focus** – recognises customer service is part of everyone's job; takes into account customer needs and expectations; strives to meet expectations where possible, manages expectations where this is not possible; is proactive in improving the service
- **Respect** – behaves in a way that demonstrates respect for people, property and policy
- **Professionalism** – maintains the standards expected by the service and the organisation at all times; remembers that they are representing the council

8 Requirements of the Job

The post holder needs to hold as a minimum or be prepared to obtain:

- Membership of the Chartered Institute of Public Relations

9 Development

The post holder must have undertaken or must undertake within a specified period:

- Continuous professional development relevant to the post
- Understanding of producing communications materials for diverse audiences
- Protecting Children – Internal Online Module
- Data Protection – Internal Online Module
- For your Eyes Only (ICT security) – Internal Online Module
- Health and Safety

ABERDEEN CITY COUNCIL JOB PROFILE

1 Job Details	
Job Title:	Communications Business Adviser
Job Profile no:	
Directorate:	Office of Chief Executive
Service:	Communications and Promotion Service
Grade:	G12
Version Date:	

2 Job Purpose
<p>The postholder will assist in the delivery of a range of innovative and business aligned communications interventions to support Directorate service delivery, innovation, behaviour change, demand management and place promotion. A consultancy approach will be used to deliver a comprehensive and professional communications and promotion service which supports the Council's business plan and objectives.</p> <ul style="list-style-type: none"> 6 To work with Directors and other Senior Managers in implementing an integrated communications strategy for directorates which is widely owned, ambitious and secures demonstrable improvements in the way the Council communicates both internally and externally; 7 To support directorate communications, contribute to and implement strategies (internal and external), campaigns (web, print and social media), consultations, events and plans which support and further the delivery of the corporate communications strategy; 8 To advise on the directorate's relationships with the press and media including online channels; and 9 To support the directorate in ensuring that all resources are effectively deployed in pursuit of the goals and objectives set out in the corporate strategy.

3 Reporting Relationships
<div style="text-align: center;"> <p>Head of Service</p> <p> </p> <p>Functional lead (Internal & External Communications; Events & Place Promotion; Design & Marketing; Public Performance Reporting)</p> <p> </p> <p>Communications Business Partner</p> <p> </p> <p>Communications Business Adviser *</p> </div>

4 Outcomes
<p>The post holder will be expected to:</p> <ul style="list-style-type: none"> • Provide a professional communications consultancy support and advice service to the Director and service managers of an allocated Directorate • Support the client Directorate in producing a communications plan and grid that meets service needs and is aligned with corporate priorities, objectives, programmes

and plans

- Advise and deliver communications services to Directorates across the full range of the communications mix including working with the media, marketing and design, internal communications, campaigns, consultation and engagement
- Support the implementation of communications activity in line with legislation, statute, guidance, council policies and organisational objectives
- Contribute to cross functional project teams as required
- Build and maintain positive working relationships with internal customers and external groups

5 Knowledge

The post holder needs to be able to demonstrate:

- Knowledge, or willingness to gain knowledge, of communications law, guidance and best practice
- Demonstrate knowledge and understanding of different consultancy approaches which meet the needs of clients/customers
- An understanding of communications issues within a large multi-disciplined organisation
- The post holder will need to demonstrate knowledge in two of the following areas:-
 - Marketing, social media and promotion
 - Media and press office management
 - Events management
 - Internal communications
 - Campaigns and consultation techniques (including online)
- The post holder needs to be able to demonstrate an understanding or experience of:
 - Acting as Brand Manager for a range of services, any 'sub' brands and national brands in relation to all marketing materials including publications, promotional material, social media, web pages/content, exhibition materials and signage and is consistent with key messages and stakeholder needs

6 Job specific skills and competencies

The post holder is expected to demonstrate:

- Proven experience in building and maintaining successful working relationships at all levels of an organisation
- Ability to problem solve and respond appropriately in a variety of situations
- Ability to critically evaluate information and develop practical business orientated solutions
- Ability to provide succinct and business focussed advice to managers on a wide range of communications issues across the marketing mix
- Consultancy and facilitation skills with demonstrable ability in influencing and coaching others
- An ability to demonstrate a creative approach to the design and development of communications policy and processes
- An ability to undertake and achieve successful outcomes in communications project work

7 Organisational Behaviours

The post holder is expected to display the following behaviours:

- **Communication** – communicates in a way which is clear, open, honest and constructive; shares, listens and responds to information, opinions, ideas and instructions
- **Customer focus** – recognises customer service is part of everyone's job; takes into account customer needs and expectations; strives to meet expectations where possible, manages expectations where this is not possible; is proactive in improving the service
- **Respect** – behaves in a way that demonstrates respect for people, property and policy
- **Professionalism** – maintains the standards expected by the service and the organisation at all times; remembers that they are representing the council

8 Requirements of the Job

The post holder needs to hold as a minimum or be prepared to obtain:

- Membership of the Chartered Institute of Public Relations

9 Development

The post holder must have undertaken or must undertake within a specified period:

- Continuous professional development relevant to the post
- Understanding of producing communications materials for diverse audiences
- Protecting Children – Internal Online Module
- Data Protection – Internal Online Module
- For your Eyes Only (ICT security) – Internal Online Module
- Health and Safety