

Hertfordshire County Council Job Outline



Job Title: Intalink Services Officer
Grade: H7
Reports To: Leader – Publicity & Information
Team: Intalink Services and Information
Department: Passenger Transport, Environment & Infrastructure
Duration: Two-year fixed contract

Purpose of the Job

The Intalink Services & Information Team provides travel publicity and information to residents and visitors to Hertfordshire, through a range of media, and manages the data that supports this information provision, thereby promoting passenger transport and sustainable travel.

In the support of these objectives the post-holder will be involved in the production of the publicity materials and publishing them in printed form, through the *Intalink* website and other digital media. The post-holder will also assist in the management of data as required.

In addition the postholder will assist with new and ongoing projects being undertaken within the team linked with the delivery of the Intalink Enhanced Partnership obligations and Bus Service Improvement Plan commitments.

Main Areas of Responsibility

To assist with new and ongoing projects being undertaken within the team linked with the delivery of the Intalink Enhanced Partnership and new BSIP commitments.

To contribute to generating content for the Intalink website, with editorial responsibility.

To produce and update a range of printed publicity information including service timetable leaflets, bus guide maps and onward travel information posters.

To assist in marketing local travel promotions and events, including giving support to the Intalink promotional vehicle programme.

To assist in the provision of service news and road disruption updates to passengers and to Council Members through various formats

To respond to customer feedback and enquiries.

To liaise with operators, contractors, other teams in Passenger Transport as necessary.

Other duties as determined by the Leader – Publicity & Information.

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time be necessary.

Person Specification

The successful candidate will be preferably educated to HNC/HND/NVQ level 3 or equivalent, and be able to demonstrate:

- An understanding of the needs of bus users
- The ability to read and understand bus timetables
- Relevant experience in the fields of communications and publicity
- Experience in graphic design, and in the use of graphic design software
- Familiarity with working with design and print suppliers
- A good understanding of modern digital and online media
- High levels of accuracy and working to timescales
- Ability to develop strong working relationships with internal and external partners including but not limited to: other HCC teams, bus operating companies, external service providers
- Creative problem-solving skills
- Ability to work on own initiative as well as being part of a team

Equality and Diversity

Hertfordshire County Council is determined to take action to ensure that our belief in diversity and equality of opportunity is integral to everything we do. It will inform every area of activity; from the way we provide services to the way we employ our staff. It is a central responsibility of all councillors, managers, staff and partners. The council's equality policy 'Putting People First' is available on HertsDirect, on the internal intranet 'Compass' or from your line manager.

Health and Safety

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.