

AMBITIOUS

CREATIVE

COLLABORATIVE

SUPPORTIVE

JOB DESCRIPTION

JOB TITLE:	Communications Manager
MANAGED BY:	Head of Communications & Marketing
GRADE:	12

BACKGROUND

Working at the West of England Combined Authority

The West of England is a fantastic place to live and work; a place where ideas flourish and businesses grow, and a diverse population calls home. With a highly-skilled workforce, innovative businesses, rich cultural and natural assets, and excellent connections, the West of England competes on a global scale.

In 2017, the West of England Combined Authority (WECA) was formed to bring the region together to drive economic growth. A West of England Mayor was elected, and significant powers and funding were transferred to the region to support work to ensure residents have better skills, more job opportunities and a better quality of life. We're working with our regional partners and with Government to protect the environment and ensure the West of England continues to be a thriving, successful and innovative place for future generations.

Covid-19 has had a big impact on the West of England, and we are leading the regional economic recovery, bringing people together to ensure our region remains a thriving, successful and innovative place to live and work. By joining WECA, you will be helping us with this important work.

WECA is made up of three of the region's local councils - Bath & North East Somerset, Bristol and South Gloucestershire. Building on a strong track record of partnership working in the region, the West of England Combined Authority continues to work closely with North Somerset Council. The Combined Authority also the accountable body for the West of England Local Enterprise Partnership.

WECA is an equal opportunities employer, in line with the Equalities Act 2010, and invite applicants to contact us to identify any additional support needed during the recruitment process.

PURPOSE OF THE JOB

Working to the Head of Communications, and closely with the Marketing Manager, you will play a lead role in developing and implementing the communications strategy, ensuring that all communications aligns with the Combined Authority's broader communications and marketing strategy.

Planning and strategy are central to this role, in which you will lead on and be accountable for multi-channel communications campaigns to support the Combined Authority's vision and ambitions in the areas of business, skills and infrastructure, with a particular focus on news and media.

You will work with colleagues to develop and lead communications and marketing plans that promote the region as a great place to live, work, visit and invest, in line with our ambitious strategy for clean growth, that benefits every resident.

In this cross-functional role, you will work with colleagues from departments across the organisation and with a range of public and private sector partners, stakeholders and suppliers, pulling together and leading multidisciplinary project teams as necessary

This new role is initially funded to March 2022.

KEY RESPONSIBILITIES

Key duties and responsibilities will include:

- Lead a team of experienced communications professionals, including setting objectives, ensuring delivery and managing performance
- Build relationships with the chief executive and senior management team, acting as key contact on communications matters
- In collaboration with key service leads, develop and deliver communications campaigns that support the overarching communications and marketing strategy for the Combined Authority.
- Lead on the development and delivery of high impact communications and media campaigns to support the Combined Authority's initiatives around infrastructure, inward investment and business and skills.
- Put in place communications and marketing plans that support the overarching strategy, looking at best use of channels and resource to achieve objectives.
- Provide expert advice and guidance to Combined Authority teams on maximising communications, prioritising opportunities to promote the Combined Authority and its key initiatives.
- Ensure that all communications and marketing activities are designed to engage with targeted, relevant, diverse audiences across the region and that audience reach, impact and effectiveness is measured to ensure inclusivity.

- Write content for all channels including traditional and social media, website and social media, bids, speeches, articles, corporate publications and reports.
- Build and maintain strong working relationships with internal colleagues and external partners to co-ordinate a wide range of communications activity, with additional line management responsibilities within the team.
- Working with the Marketing Manager, manage the development, production and maintenance of a wide range of marketing products and materials, including key corporate publications, print materials, display materials, digital materials and events.
- Manage contracts with external suppliers where necessary for delivery
- Set and monitor KPIs for the communications service, ensuring these are understood by the organisation and the team adheres to them to manage expectations of delivery and ensure a high quality of service delivery
- Procure relevant creative and professional services to ensure effective delivery of all marketing activities, such as design, print, videos etc.
- Monitor, evaluate and report on the Combined Authority's communications and marketing activities to ensure effectiveness and value for money.
- Work closely with colleagues in the Communications and marketing team to ensure that all activities are delivered in line with the Combined Authority's overall Communications Strategy, brand, visual identity, tone of voice and key messages.
- Develop and deliver communications around consultation and engagement activities.
- Be responsible for the communications budget, ensuring all expenditure can be accounted for and justified within a public sector context
- Develop and deliver specialist training to the organisation as necessary, to ensure that those outside the communications team understand key principles
- Work with the Head of Communications and Marketing Manager as part of the Communications and Marketing Management Team to regularly review performance and progress, and contribute towards the future development of the organisation's strategy.
- Regularly deputise for the Head of Communications and Marketing, providing leadership to the service in their absence

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Educated to degree level or equivalent
- Recognised professional qualification (eg CIPR or CIM diploma), or the equivalent level of knowledge gained through significant demonstrable experience in a directly related area of work.
- Expert, in-depth knowledge of PR planning and strategy, and the full communications mix (media, web, email, organic and paid for social media).

Experience

- Significant demonstrable experience in a senior communications role.
- Experience of leading a team of senior professionals, setting objectives and managing performance
- Experience of managing financial resources / budgets, being accountable for appropriate expenditure and regular reporting
- Experience of developing and implementing high level communications strategies
- A track record of developing, managing and delivering highly effective, communications campaigns.
- Proven experience of writing for a range of communications channels, including bids, speeches, news releases, articles, social media, web content, corporate publications and reports.
- Proven experience of briefing and managing suppliers to ensure that creative and effective marketing materials are delivered on time, on brief and on budget to meet project objectives.
- Experience of offline and online channels including print media, outdoor advertising, events, direct marketing, website, social media, digital advertising.

Skills and Competencies

- Excellent planning, project management, budgeting and organisational skills.
- Ability and confidence to work with colleagues to develop strategic communications and marketing plans, challenging, influencing and advising as necessary.
- Ability to work on own initiative with a minimum of supervision, taking ownership for own workload and autonomously progressing plans and campaigns.
- Excellent writing skills and ability to translate complex information into plain English and a clear format for a wide range of audiences.
- Ability to work successfully with a wide range of people and to develop effective professional relationships and networks, including businesses, commercial partners and investors.
- Excellent analytical and problem-solving skills.

DESIRABLE

- Experience of working in complex public/private sector environments with multiple stakeholders including local and central government and private sector organisations.

REWARDS AND BENEFITS

WECA staff receive:

- 25 days annual leave, rising to 30 after five years' continuous service, plus bank holidays, pro rata
- Auto-enrolment into the Avon Pension Fund
- Cycle to work scheme and secure bike parking
- Free eye tests for all display screen equipment (DSE) users
- Commuter Travel Club - WECA employees can sign up to receive discounted monthly bus tickets, unlimited bus travel for work or leisure within your chosen zone, automatic ticket renewal and price freeze for 12 months.