

JOB DESCRIPTION

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

BACKGROUND

The West of England Combined Authority is appointing a Corporate Communications Manager to lead the communication and engagement team.

This is an exciting time to join the West of England Combined Authority. In the last year a billion pounds of new investment has been secured for the region. New exciting plans are in place to deliver on Metro Mayoral priorities to improve transport, skills and housing for our residents, take decisive action to tackle the climate emergency, and to support our communities facing the cost-of-living crisis. There is a relentless focus on delivery to put the West of England firmly on the map for regional, national and global success.

Led by regional Metro Mayor Dan Norris, the West of England Combined Authority brings together three councils, the Local Enterprise Partnership and works with local communities, other public services, industry and government to deliver for the region.

Come and help shape the future of the West of England, a place that so many people are proud to call home.

THE ROLE

Are you up for the challenge of one of the key communications and engagement roles within the West of England Combined Authority?

Working closely with Metro Mayor, Dan Norris, you will magnify the voices of people in the West of England and put our region on the map for further successes.

You will ensure local people are at the heart of what we do. When there is a statutory consultation, you will be key to ensuring their voices are heard as we make big choices on diverse issues from the future of transport to tackling the climate emergency.

You will work with government departments, local employers, not for profits and voluntary groups pulling together project teams to deliver effective communications for a wide range of projects and consultations.

You'll make sure that West of England Combined Authority staff know about the amazing work of the organisation and are proud to work for an outward focussed organisation led by our Metro Mayor.

You will maximise opportunities to promote the services that the West of England Combined Authority provides.

You will bring a decisive leadership style, enthusiasm about delivering for local people, clear thinking and drive. You'll bring a motivation to support the Metro Mayor to place the West of England on the map and the place to be for living, working, visiting and doing business.

Come and play a key role in helping to make it happen and telling the world about the great work happening in the West of England.

KEY RESPONSIBILITIES

- Lead the corporate comms team, managing staff.
- Develop and deliver on time and to budget effective consultation and engagement activities including being the key point of contact for statutory consultations.
- Lead on the development and delivery of high impact communications to support the West of England Combined Authority's initiatives and Metro Mayoral priorities.
- Work with all West of England Combined Authority staff to ensure Metro Mayoral priorities and the positive work of the organisation are proactively promoted.
- Maintain a comms grid of all key activities.
- Procure and manage relevant creative and professional services to ensure effective delivery of communication and consultation activities.
- Deliver effective internal communication, delivering specialist training to the organisation as necessary.

- Work with the Campaigns, Engagement and Marketing Manager and News and External Affairs Manager to deliver a seamless narrative.
- Monitor effectiveness of corporate comms strategies and ensure value for money.
- Be part of an out of hours media rota.

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.

Experience

- Demonstrable experience in a senior communications role
- Experience of leading a team, setting objectives and managing performance
- Proven experience of crafting narratives and messaging and writing for a range of communications channels, such as bids, newsletters, reports, news releases, social media, web content.
- Experience of managing consultations and listening exercises, ensuring all statutory requirements are met, whilst working closely with public
- Experience of working with interest groups
- Experience of managing financial resources and budgets, being accountable for appropriate expenditure and regular reporting
- Understanding of working at a high level in a political environment for example with ministers.

Skills and Competencies

- Excellent management skills to lead a team to drive delivery.
- Able to translate complex information into a clear and approachable format for a wide range of audiences.
- Demonstratable commitment to listening to the public.
- Digitally literate including knowledge of digital & social media tools.
- Able to prioritise a demanding workload, working quickly in a pressurised environment.
- Strong political judgement.
- Excellent planning, project management, budgeting and organisational skills.

- Able to build long-term relationships with key stakeholders.

DESIRABLE

REWARDS AND BENEFITS

Alongside a competitive salary, we offer an excellent benefits package including:

- 25 days Annual Leave plus bank holidays
- Generous Employer-Contribution Pension Scheme through the Avon Pension Fund
- Discounted monthly bus tickets
- Cycle to work scheme and secure bike parking
- Free eye tests for all display screen equipment (DSE) users
- Hybrid working to split your week between the office and home to help you achieve the best work/life balance, productivity and career goals.

We are about to move into a new bright, airy, modern office space, with all latest technology, under a 10-minute walk from Bristol Temple Meads Train Station. We offer flexible and hybrid working options too if you would rather work from home, or another suitable location.

As an equal opportunities employer, we invite applicants to contact us to identify any additional support they may need during the recruitment process.

WE PAY THE LIVING WAGE

We're proud to have been accredited as a Living Wage Employer

Living Wage accreditation means that everyone working at The West of England and Combined Authority receives a minimum hourly wage of £9.90 – higher than the government minimum for **over 23s, currently £9.50 per hour**



It also means that anyone who provides services to, or has contracts with us, must pay the Living Wage, setting the bar for good employer practices in the region. This includes those who provide services to The West of England and Combined Authority, such as cleaning and facilities management contracts, as well as those who have contracts with us – such as IT providers.