

JOB DESCRIPTION

JOB TITLE:	Marketing Communications Business Partner (Infrastructure)
MANAGED BY:	Corporate Communications and Marketing Manager
GRADE:	10 (2-year fixed term contract)

BACKGROUND

The West of England Combined Authority is seeking to appoint a Marketing Communications Business Partner to lead on key projects across the Infrastructure Directorate.

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

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

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

THE ROLE

Working to the Corporate Communications and Marketing Manager and closely with the Director of Infrastructure and Head of Capital Delivery, you will:

- Effectively communicate the strategic infrastructure priorities of the Metro Mayor, delivering on his vision to improve sustainable transport opportunities for residents across the region
- Lead on engagement for several key projects in the Infrastructure Directorate, ensuring that all communications align with the Combined Authority's broader communications and marketing strategy

- Devise, develop and implement communications and engagement plans, and manage the public interface for high profile projects and workstreams undertaken by the Infrastructure Directorate, covering key programmes such as the City Region Sustainable Transport Settlement (CRSTS), Future Transport Zone (FTZ) and the Bus Service Improvement Plan (BSIP)
- Lead on planned and managed communications to support project delivery, ensuring the public and stakeholders are informed and able to participate and engage in an inclusive and accessible way
- Have the opportunity to experience an exciting and fast-paced role, providing vital support to the Combined Authority's busy Infrastructure and Communications teams, to promote activity and engage with audiences across the West of England. As part of a small team, you will be flexible, providing both strategic oversight and practical delivery of engagement activities to meet the needs of the Directorate

KEY RESPONSIBILITIES

Managing a team of marketing communications professionals across the Infrastructure Directorate, key duties and responsibilities will include:

- Planning and delivering proactive communications and engagement activity to support the delivery of high-profile strategic plans and infrastructure projects, working closely with the Corporate Communications and Marketing team and other directorates to ensure a coordinated approach across the organisation
- Providing a strategic overview of programme delivery, with planned communications to support project delivery teams across the Directorate. This may include working with consultants supporting delivery of specific projects and programmes
- Planning and delivering consultations including promotion, design, project management, analysis, interpretation and dissemination. This includes advising on quantitative and qualitative approaches, corporate policy and best practice
- Leading on public engagement including the development of networks to ensure consultation and engagement activity is inclusive and reaches the West of England's diverse communities and hard-to-reach groups
- Using a range of channels to manage the delivery of the communications and engagement strategy for projects within the CRSTS, BSIP and other programmes, including innovative approaches to digital engagement
- Compiling briefings for senior leaders as necessary, advising them on opportunities and risks related to specific projects or the wider regional strategic infrastructure agenda
- Working closely with the Communications and Marketing team to increase the reach and raise the profile of the Combined Authority's activities and ensure that all activities are delivered in line with our overall Communications Strategy, brand, visual identity, tone of voice and key messages

- Working with partner Unitary Authorities to ensure a regional and collaborative approach to promoting infrastructure related activity including charring communications working groups on collaborative projects
- Manage the Transport Authority brand identity and ensure its consistent roll-out

The post holder will be expected at times to provide support to the wider Communications and Marketing team to support Combined Authority work areas and will also be responsible for line managing three direct reports.

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Educated to degree level or equivalent
- Knowledge and interest in issues relating to strategic planning and transport.

Experience

- Experience of working on high-profile and complex projects, with multiple stakeholders and high levels of public interest
- Experience of developing, leading and implementing large-scale communication, public consultation and engagement strategies
- Experience of leading on consultations with the public, on complex and multifaceted issues
- Experience of quantitative and qualitative consultation techniques, including the design and commissioning of research projects, sampling and the analysis of results. This includes the use of statistics and experience using appropriate software
- Experience of innovative engagement tools, including online and digital, to engage audiences
- Experience of delivering inclusive and accessible communications and engagement campaigns, demonstrably reaching a broad audience
- Experience of brand management
- Experience of working in a political environment

Skills and Competencies

- Excellent interpersonal skills, with ability to manage complex relationships with a range of stakeholders across multiple projects
- Ability to develop effective professional relationships and networks, including businesses, commercial partners and investors
- Excellent communication skills including writing, presentation, influencing, negotiation, demonstrable political sensitivity, tact and diplomacy as well as strong relationship management skills
- Ability to translate complex information into clear messages for a broad audience

- Ability to understand complex issues and communicate these clearly, briefing senior leaders as necessary.
- Good organisational skills with proven ability to manage priorities and deliver results on time and work well under pressure to tight deadlines.
- Willingness to take a flexible and adaptable approach to the role, according to capacity and work priorities
- Understanding of local government processes
- Ability to horizon scan for potential risks and provide advice on mitigation to manage the reputation of the organisation

DESIRABLE

- Understanding of local, regional, and national context relevant to the post
- Experience of delivering successful social media campaigns
- An understanding of the technical basis of infrastructure projects

REWARDS AND BENEFITS

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

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

We have recently moved 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 £14.21 - 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 cleaning and facilities management contracts, as well as those who have contracts with us - such as IT providers.