

JOB DESCRIPTION

JOB TITLE:	Communications and Marketing Lead (Creative)
MANAGED BY:	TBC
GRADE:	11

THE ROLE

The West of England Mayoral Combined Authority is leading a significant programme of investment and support for the region's creative and cultural economy. This includes delivery of the Creative Places Growth Fund and future creative and cultural programmes, supporting creative industries to grow, creating jobs, strengthening businesses and investing in creative spaces, talent and innovation.

We are seeking a Communications and Marketing Lead with a specialist focus on the Creative Places Growth Fund and future creative and cultural programmes.

This role will be central to building public understanding, stakeholder confidence and political support for the region's creative economy investment. The postholder will lead communications, engagement, consultation and marketing activity relating to the Creative Places Growth Fund, developing compelling campaigns and communications that demonstrate the difference this investment makes to the region's businesses, people and places, and support delivery of the region's creative and cultural economic growth objectives.

The role will work closely with the Creative and Cultural Economy service, delivery team, local authorities, regional and national stakeholders, industry partners and communities to communicate the benefits of investment and ensure that communities and stakeholders are actively involved in shaping future creative and cultural programmes.

KEY RESPONSIBILITIES

Working across Combined Authority's Communications and Marketing team and the Creative and Cultural Economy service, key duties and responsibilities will include:

- Lead communications and marketing activity across the Creative Places Growth Fund

and future creative and cultural programmes

- Develop and deliver communications and engagement activity designed to build understanding and support for creative economy growth, infrastructure, sustainability and investment
- Lead communications and engagement activity associated with the preparation of major projects in the creative and cultural sectors, ensuring communities can meaningfully participate in shaping the future of the region
- Build and manage relationships with key local, regional and national stakeholders, creative and cultural organisations, partner Unitary Authorities and communities
- Develop compelling narratives and campaigns that communicate the vision for creative economic growth and demonstrate the value and impact of investment
- Develop the brand identity for the Creative Places Growth Fund and ensure consistency of messaging and engagement approaches across funded projects and interventions
- Lead the management of external marketing, communications, engagement, consultation and public affairs agencies where required
- Plan and lead industry engagement consultations, including promotion, design, project management, analysis, interpretation and dissemination
- Ensure consultation and engagement activity is inclusive and reaches the West of England's diverse communities and hard-to-reach groups
- Support the preparation of briefings for senior leaders as necessary, advising them on opportunities and risks and providing advice on mitigation to manage the reputation of the organisation
- Work closely with the wider Communications and Marketing team to maximise the profile of creative economy investment, programmes and projects
- Ensure all activity is delivered in line with the overall brand, visual identity, tone of voice and key messages of the organisation
- Provide support to the wider Communications and Marketing team to support with duties commensurate with the role
- The postholder will be managed within the Communications and Marketing team

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Degree in a relevant field or equivalent professional experience
- Understanding of marketing, communications, engagement and consultation principles in a public sector environment

Experience

- Developing and implementing marketing, communications and engagement strategies
- Delivering or overseeing marketing, communications and engagement campaigns
- Building productive relationships with regional and national stakeholders
- Delivering communications, engagement or marketing programmes in the creative or cultural sector

- Developing and delivering successful marketing campaigns that influence behaviours and increase engagement
- Working across multiple organisations and stakeholders with differing priorities
- Operating in a political or public sector environment
- Communicating complex information to a broad range of audiences

Skills and Competencies

- Excellent interpersonal skills, with ability to manage complex relationships with a range of stakeholders with competing priorities
- Excellent communication skills including writing, presentation, influencing, negotiation, demonstrable political sensitivity, tact and diplomacy as well as strong relationship management skills
- Ability to translate technical information into clear messages for a broad audience
- Good organisational skills with proven ability to manage priorities and deliver results on time and work well under pressure to tight deadlines
- Willingness to work in a collaborative matrix management style
- Ability to develop compelling narratives around complex policy and delivery programmes
- Strong political awareness, judgement and sensitivity
- Ability to influence senior stakeholders and build consensus

DESIRABLE

Qualifications and Knowledge

- An understanding of local, regional and national context relevant to the delivery of creative and cultural economic growth
- An understanding of how major projects are developed, approved and funded

Experience

- Project and contract management of supporting marketing, communications and engagement related workstreams
- Experience of delivering or overseeing public consultation and community engagement activity