

JOB DESCRIPTION

JOB TITLE:	Communications Officer
MANAGED BY:	News & Media Manager
GRADE:	8

THE ROLE

Reporting to the News and Media Manager, you will play a key role in supporting the Combined Authority's communications and campaigns. This role requires a blend of creativity and communication skills, with strong copywriting expertise and the ability to manage a variety of communication channels.

You will be responsible for creating engaging content and delivering clear and effective messages to a wide audience. You will contribute to the development of media releases, social media content, and other communications materials while supporting efforts to raise the profile of the Mayor and the work of the Combined Authority.

This role will work across the communications team, co-ordinating external communications.

Key Attributes:

Creativity and innovation: A proactive and innovative individual with a flair for producing engaging content across various formats, including written copy, social media posts, and digital content. Capable of adapting content to suit different platforms and audiences.

Strong communication skills: Clear, concise, and impactful written and verbal communication skills.

Digital Savvy: Proficient in social media and digital communication platforms, with an understanding of how to leverage these tools effectively to engage with audiences.

Collaborative: A friendly and approachable communicator who can establish and maintain effective working relationships with internal teams and external stakeholders, including regional media.

Reputation Awareness: A good understanding of the importance of reputation management and the ability to respond swiftly and appropriately to potential issues.

KEY RESPONSIBILITIES

- Write and design engaging copy for various communication platforms, including press releases, social media posts, blogs, and digital content.
- Assist with managing social media channels and websites, creating content that supports campaigns and projects, and engages audiences.
- Support in building and maintaining relationships with regional media to ensure positive coverage and assist in responding to media queries.
- Contribute to the planning and execution of communications campaigns, providing creative ideas and helping to promote the activities and achievements of the Mayor and the Combined Authority.
- Support the production of materials, including briefing documents, presentations, and reports.
- Assist in monitoring and responding to issues that may affect the organisation's reputation, providing timely and accurate responses as needed.
- Work closely with the marketing team and other departments to ensure consistent messaging.

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Educated to degree level or equivalent level of experience
- Good understanding of communication principles, tools, and techniques across digital and traditional platforms

Experience

- Communications, marketing or media experience
- Proven experience of creating, successful digital content and managing social media channels
- Experience of working with multiple external partners

Skills and Competencies

- Excellent writing skills and ability to adapt copy for a range of audiences
- Able to translate complex or technical information into plain English
- Good interpersonal skills; able to work confidently with internal and external stakeholders

- Ability to work creatively to produce engaging content for online and traditional channels
- Well organised and able to manage own workload effectively to meet deadlines
- Experience of planning and supporting integrated communications campaigns across a range of channels.

DESIRABLE

Qualifications and Knowledge

- Recognised professional qualification in communications, PR or marketing
- Use of website content management systems
- Knowledge of filming, photography, and video editing, with an understanding of how to create visual content.