



**European Union**

European  
Social Fund



## JOB DESCRIPTION

<b>JOB TITLE:</b>	Senior Marketing & Communications Officer (People & Skills)
<b>MANAGED BY:</b>	Campaigns, Engagement and Marketing Manager
<b>GRADE:</b>	9, Fixed term

### BACKGROUND

The West of England Combined Authority is seeking to appoint a Senior Marketing Communications Marketing Officer (People & Skills) to support the People and Skills Service.

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

The Senior Marketing Communications Officer (People & Skills) is a key member of the Comms and Marketing Team, with key responsibility for supporting the People & Skills Service as well as the wider Comms Team which supports the Business & Skills Directorate. The postholder will be line managed by the Comms team with a dotted line in to the People & Skills Service.

This is a great opportunity to lead on a variety of communication and marketing activities across the skills and training agenda in a dynamic and interesting organisation, and to

support the delivery of tangible progress to address the region's skills shortages and uptake of key initiatives, to ensure we deliver on the vision set out in the regional Employment & Skills Plan.

You will take the lead on designing and implementing multi-channel communications and marketing campaigns. We are looking for someone with strong web and digital skills, able to identify emerging technologies and other media which are appropriate to connect with our audiences. You will also need a strong engagement background, ensuring that you can understand how our audiences process information in order to ensure our campaigns and activities to promote services reach individuals or businesses in the most effective way.

The key objective is to raise the profile, understanding and access to all support available. We want all companies and individuals to understand how to develop and take their next step.

## KEY RESPONSIBILITIES

Working closely with the Corporate communications team, Head of People & Skills and a range of colleagues and project team members, the postholder will:

- Plan, deliver and manage proactive and coordinated communications and marketing activity to support individual projects and initiatives for the Service;
- Lead on stakeholder engagement, including the development of networks to ensure engagement activity is inclusive and reaches the West of England's diverse communities, businesses and networks;
- Be responsible for developing a compelling narrative and creating content for people and skills projects, event organisation, social media, website content, advertising & promotion, channel recommendation and promotion campaign planning;
- Manage the development and delivery of marketing campaigns, that support the overarching communications strategy for the People & Skills Service;
- Create engaging visual and video/audio content, as well as Plain English copy for different channels and/or work with individual teams within the People & Skills Service to ensure that relevant materials are developed and expertise is shared;
- Use a range of channels including in-person and digital to engage with the public, stakeholders and staff;
- Evaluate communications and marketing activities to ensure effectiveness and value for money, identifying opportunities to optimise performance and feeding insights back to teams;
- Work with the News and External Affairs Manager to manage and respond to media enquiries in an effective and timely manner, where required;

- Lead procurement and management of relevant creative and professional services to ensure effective delivery of all marketing activities, such as design, print, videos.

## PERSON SPECIFICATION

### ESSENTIAL (MUST HAVE)

#### Qualifications and Knowledge

- Educated to degree level or equivalent
- Recognised professional qualification in communications, marketing or consultation or the equivalent level of knowledge gained through demonstrable experience in a directly related area of work
- In-depth knowledge and experience leading and executing marketing campaigns, including the full channel mix, campaign planning and strategy development.

#### Experience

- Communications, consultation, marketing or media experience
- Proven experience of creating, successful digital content and managing social media channels
- A track record of managing effective multi-channel marketing and communication campaigns - working with project teams to define objectives, develop messaging, recommend channels and deliver a suite of campaign collateral and comms activities
- Experience and understanding of branding, including roll-out across offline and online channels including print media, outdoor advertising, events, direct marketing, website, social media, digital advertising
- Evaluating campaign performance against objectives, and making recommendations to improve future performance
- Working with multiple external partners
- Experience of equalities and diversity issues.

#### Skills and Competencies

- Excellent writing skills and ability to adapt copy for a range of audiences
- Able to translate complex/technical information into Plain English
- Excellent interpersonal skills; able to work confidently with internal and external stakeholders
- Ability to work creatively to produce engaging content for online and traditional channels
- Excellent planning, project management, budgeting and organisational skills  
Comfortable and experienced running events, both digitally and physically, for Combined Authority engagement or consultation activities across the organisation
- Well organised, with an ability to work on own initiative, taking ownership for own workload and autonomously progressing projects, escalating to line manager when appropriate
- Experience of planning and delivering integrated communications campaigns across a range of channels including print, digital, events and PR

- Experience of briefing external agencies and handling an internal sign-off process
- 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.
- Visualisation skills
- Use of website content & CRM management systems.

## 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 as cleaning and facilities management contracts, as well as those who have contracts with us - such as IT providers.