

JOB DESCRIPTION

JOB TITLE:	Communications and Engagement Support Officer (Infrastructure)
MANAGED BY:	Marketing and Communications Business Partner (Infrastructure)
GRADE:	Grade 6

BACKGROUND

The West of England Combined Authority is seeking to appoint a Communications and Engagement Support Officer (Infrastructure) to join the Marketing and Communications team.

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.

PURPOSE OF THE JOB

The Communications and Engagement Support Officer is a key member of the communications and marketing team, supporting the delivery of the Combined Authority's infrastructure agenda at a time of great transformation in the region. This is a great opportunity to work across a variety of communication and engagement activities in a dynamic and interesting organisation and support the delivery of our vision for clean, sustainable growth that benefits every resident.

Reporting to the Marketing and Communications Business Partner (Infrastructure), you will work on multi-channel communications and engagement campaigns. We are looking for someone with strong web and digital skills. You must be digitally savvy and identify emerging technologies which are appropriate to connect with our audiences.

In this role you will have a particular focus on the Combined Authority's infrastructure projects, communicating with stakeholders, communities, and partners. In this exciting and fast-paced role, you will be part of a small team providing vital support for the capital delivery and transport teams to raise awareness of their programmes and to increase engagement with key infrastructure projects across the region.

KEY RESPONSIBILITIES

- Manage the administration of the communications and engagement activities for the infrastructure directorate
- Manage admin systems including inboxes, CRM /databases
- Draft, publish and analyse social media content for Infrastructure Directorate in conjunction with the Digital Manager
- Support consultation and engagement events including co-ordinating invites and responses, answering queries, sharing event information and logging Q & As
- Drafting, proofing and editing copy, including e-newsletters, website content and engagement or consultation campaigns
- Ensuring materials adhere to accessibility standards
- Coordinate basic design work and liaise with graphic designers to create materials
- Minute and log actions for meetings
- Carry out or assist with photography and filming
- Support the team in the management and update of the Combined Authority website
- Identify new digital opportunities to engage with the public, stakeholders, and staff
- Run events, in person and online, for Combined Authority engagement or consultation activities across the organisation.

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Educated to degree level or equivalent
- Experience using MS Office programmes including Outlook, Word, Excel and Powerpoint and have a willingness to learn new applications and technology as appropriate.

Experience

- Communications experience
- Proven experience of creating digital content and managing social media channels

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
- Good interpersonal skills; able to work confidently with 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
- Comfortable and experienced using technology and running in person and online events for Combined Authority engagement or consultation activities across the organisation.

DESIRABLE

Qualifications and Knowledge

- Experience working in a complex, political, multi-stakeholder environment
- Interest in infrastructure and knowledge of the sector
- Proactive and reactive media relations
- Experience of planning and delivering integrated communications campaigns across a range of channels including print, digital, events and PR
- Recognised professional qualification in PR, communications, marketing or journalism or the equivalent level of knowledge gained through significant demonstrable experience in a directly related area of work
- Experience of working with external partners
- Experience of briefing external agencies and handling an internal sign-off process
- Creative and ambitious approach to work

REWARDS AND BENEFITS

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

- 26/31 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 the 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 £10.42 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.