

JOB DESCRIPTION

JOB TITLE:	News and Media Manager
MANAGED BY:	Head of Communications
GRADE:	12

THE ROLE

Help the Mayoral Combined Authority to realise its potential.

The News and Media Manager will lead the organisation’s media, social media, and digital communication strategies. Reporting to the Head of Communications, the postholder will oversee the communications and content team, ensuring delivery of proactive media engagement and effective social media strategies.

This role requires balancing political responsiveness with creative media management, ensuring alignment with organisational priorities and consistent messaging to enhance the organisation’s reputation and reach.

Key Attributes

Media strategist: Designs and implements impactful media and digital communication strategies.

Team leader: Inspires and manages a high-performing communications and content team.

Persuasive communicator: Crafts compelling press releases, digital content, and other written content.

Reputation manager: Handles reputational risks effectively and maintains consistent messaging.

Audience builder: Grows reach and engagement across media and digital platforms.

KEY RESPONSIBILITIES

Media and digital strategy

Develop and deliver the organisation's media, social media, and digital strategies.

Ensure alignment with Mayoral and organisational priorities in all public communications.

Content creation

Oversee the creation of high-quality press releases, social media, and other written content.

Grow the reach and audience of the Mayor and the organisation through innovative content.

Reputation and risk management

Respond proactively to media inquiries and reputational risks with rapid, effective actions.

Maintain consistency in the organisation's narrative and key messages, working in political environment.

Team leadership

Manage the communications and content team, prioritising workloads and fostering collaboration as a member of the communications and marketing management team.

Ensure delivery of professional, creative outputs under tight deadlines.

PERSON SPECIFICATION - ESSENTIAL CRITERIA

Qualifications and Knowledge

- Degree in communications, journalism, or a related field, or equivalent professional experience.
- Comprehensive understanding of media strategies and digital platforms.

Experience

- Significant experience in media management and content creation.

- Proven ability to lead teams and manage reputational risks effectively.

Skills and Competencies

- Exceptional writing and editing skills, with a focus on persuasive communication.
- Strong organisational and leadership skills to manage complex priorities.