

JOB DESCRIPTION

JOB TITLE:	Head of Communications
MANAGED BY:	Assistant Chief Executive
GRADE:	HOS 1

THE ROLE

Help the Mayoral Combined Authority to realise its potential.

The **Head of Communications** will play a critical role in helping the **West of England Mayoral Combined Authority** realise its potential by designing and delivering an effective **communications strategy**, developing the organisation's **narrative**, and leading all **public relations output**.

Reporting into the **Assistant Chief Executive**, the postholder will be responsible for managing and maintaining the organisation's **communications budget** in line with wider strategic priorities. They will have overall responsibility for all communication activities, including **media relations, social media, digital and print communications**, ensuring that public relations is aligned with the **political and corporate leadership** of the organisation.

This role involves leading a high-performing team and working collaboratively across the **senior management team**, ensuring that communications activities effectively support organisational goals, **manage reputational risk**, and maximise cost-effectiveness. The Head of Communications will oversee all **public-facing output**, ensuring that messaging is clear, strategic, and impactful.

Key Attributes

- **Strategic Vision:** Ability to shape and drive the organisation's communications strategy in a complex and politically sensitive environment.
- **Senior Leadership Experience:** Proven ability to lead and develop a high-performing communications team.
- **Stakeholder Engagement:** Ability to manage relationships across senior political and corporate leadership, media, and the public.
- **Crisis Management:** Experience in handling rapid-response media and managing reputational risks effectively.

- **Political Awareness:** Understanding of the political environment and ability to navigate sensitivities while ensuring clear, effective messaging.
- **Creative and Analytical Thinking:** Ability to develop compelling narratives and evaluate the impact of communication strategies.
- **Budget and Resource Management:** Experience in managing budgets effectively and ensuring cost-efficiency in communications activities

KEY RESPONSIBILITIES

- Develop and implement a comprehensive communications strategy, ensuring alignment with the Mayoral Combined Authority's objectives and priorities.
- Lead on the organisation's narrative and key messaging, ensuring consistency across all communications channels.
- Oversee all media relations, social media, digital, and print communications, ensuring effective and timely engagement with stakeholders.
- Act as the senior advisor on all reputation management and risk control matters, taking a proactive and reactive approach to issues management.
- Lead and manage a high-performing communications team, ensuring clear objectives, development opportunities, and strong performance management.
- Oversee and control the communications budget, ensuring cost-effective use of resources.
- Work closely with senior leadership, political representatives, and corporate teams to ensure communication strategies reflect organisational goals.
- Deliver multi-channel media and social media campaigns, including crisis communications and rapid response when required.
- Build and oversee the use of a message board, ensuring consistent communications across the organisation.
- Ensure that all public relations and external communications uphold the values and objectives of the Mayoral Combined Authority.

PERSON SPECIFICATION - ESSENTIAL CRITERIA

Qualifications and Knowledge

- A degree in marketing, communications, public relations, or a related field (or equivalent professional experience).
- Strong understanding of marketing, media strategies, and communications tools across various platforms.

Experience

- Proven experience in senior-level communications, media relations, and public relations.
- Demonstrated ability to lead a high-performing team and manage complex communication challenges.
- Experience in budget management and cost control.

Skills and Competencies

- Exceptional leadership, communication, and stakeholder management skills.
- High-level organisational skills to manage complex projects and competing priorities.
- Ability to lead in a political and corporate environment, ensuring communications reflect both priorities effectively.
- This is an exciting opportunity for an experienced senior communications professional to shape and lead the public relations strategy of the West of England Mayoral Combined Authority, ensuring effective engagement with stakeholders and maximising the organisation's impact.