# Role profile

* **Job title**: Assistant Director, News and Media
* **Grade:** SM6: £67,245 - £75,389 (to increase in line with national pay award)
* **Business area:** News and Media
* **Reporting line:** Director of Communications and Engagement
* **Team:** Communications and Engagement

## Job Purpose

To work with the Director of Communications and Engagement to oversee delivery of the Communications and Engagement Strategy for the Mayor of Greater Manchester, Deputy Mayor of Greater Manchester and Greater Manchester Combined Authority, including Greater Manchester Fire and Rescue Service and the Waste Disposal Authority (R4GM).

Specifically, you will develop and lead the media strategy, helping shape and communicate the news agenda in one of the most ambitious, exciting, and high-profile regions in the country, to ensure Greater Manchester meets its strategic objectives.

You will work closely with the Mayor, Deputy Mayor and GMCA leadership, including the Chief Fire Officer, as well as Greater Manchester’s leadership population, to handle significant media activity at a regional, national, and international level. This will, at times, include work which is outside the organisational remit of GMCA

You will also manage a team running strategic communications and engagement support for a complex range of clients, priorities and activities, which may change over time as the organisation and its role develop.

You will be a senior leader in GMCA, which prides itself on being a great place to work, and as part of your portfolio be responsible for the leadership, development, and wellbeing of your team of communications and engagement professionals.

## Key working relationships

* Mayor & Deputy Mayor of Greater Manchester
* GMCA Chief Executive and local authority Chief Executives
* Greater Manchester Fire and Rescue Service Chief Fire Officer
* Greater Manchester GMCA senior executives
* GMCA portfolio holders – council leaders and chief executives
* Director of Communications and Engagement, Assistant Director Communications, Engagement and Campaigns
* GMCA communications and engagement team
* Transport for Greater Manchester executive and communications team
* Wider Greater Manchester communications and media teams
* Partner agencies in Greater Manchester and nationally, where appropriate
* Partner agencies working on campaigns and social marketing in Greater Manchester and nationally, where appropriate

## Key Responsibilities

Provide strategic leadership and management to the GMCA News and Media team. Leading on service delivery strategies, establishing new ways of working – focusing on outcomes and impact as well as organisational need.

GMCA has Communications and Engagement Strategies in place which provide a framework for our activity. It’s expected that the post-holder will work closely with all teams, alongside communications teams across the Greater Manchester city region, to oversee the successful delivery of these strategies, evolving them to ensure they remain fit for purpose and continue to deliver the city region’s strategic objectives.

It is expected that the post- holder will deliver the following, to meet the objectives in the strategies:

**Communications**

1. To further develop and oversee delivery of the media strategy and all proactive and reactive media and relevant policies for the Mayor, Deputy Mayor, GMCA and GMFRS against organisational and Mayoral strategic objectives, including, at times, those outside the organisational remit of GMCA
2. Be a trusted adviser providing tactical and strategic media and communications advice to the Mayor, Deputy Mayor, and senior leadership in GMCA and GMFRS.
3. Maintain and build excellent relationships with media and communications teams at local, regional, and national level, ensuring a strong presence and voice for the Mayor, Deputy Mayor, GMCA and GMFRS in coverage.
4. Lead a high performing and delivery-focused News and Media team, creating an empowering, collaborative, and creatively dynamic working environment.
5. To lead an effective out of hours on call service to include participating in Greater Manchester’s emergency planning processes.
6. To act as account manager for several GMCA portfolios and directorates, leading a multi-functional communications and engagement team for each one.
7. To Deputise for the Director of Communications and Engagement at Greater Manchester and national meetings, including leading in specific areas of work including homelessness and election planning and delivery.
8. To manage the budget for all media and news related activity, as well as portfolio specific work, and to commission and manage contracts with external agencies relating to this work.
9. To ensure the GMCA communications and engagement team is positioned positively nationally and takes an active role in appropriate professional networks.
10. To represent GMCA at regional and national meetings, demonstrating the organisational values of collaboration, empowerment, and delivery in all that you do and working with and learning from colleagues across the country.

**General**

* To lead and manage the GMCA media and news team, through inspiring a shared vision within the team; actively supporting their professional development and performance and recognising contributions to the successful running of the communications and engagement teams.
* To be responsible for evaluating the impact of the communications and engagement plans (and amend accordingly), including carrying out internal and external insight work, to contribute to the teams’ overall performance dashboard.
* To empower and enable the team to deliver their projects and work collaboratively; ensuring it is positioned positively nationally and the teams take an active role in appropriate professional networks.
* To take part in an out of hours rota to offer advice and guidance to the team members on call, and to ensure cover is provided for Greater Manchester’s emergency planning processes.
* To build alliances and networks in Greater Manchester and beyond, including transport, health, GMP, the voluntary and community sector, to design and support relevant media activity involving the Mayor, Deputy Mayor, Greater Manchester portfolio holders and Chief Executives, GMFRS and GMCA.
* To model the embedding of a communications culture across GMCA, to include media training and communication skills where appropriate.
* To play an active role in the GMCA Extended Leadership Network
* To seek out innovative ways of improving the Communications and Engagement Teams, the support they provide, and the organisation as a whole.

NB: This list of duties and responsibilities is by no means exhaustive, and the post holder may be required to undertake other relevant and appropriate duties as required.

## General

1. To always hold yourself and others to a high standard of professionalism, demonstrating your commitment to our values and behaviours as well as ensuring service confidentiality is maintained throughout all we do.
2. Working with other teams internally and externally to maximise collaboration and supporting on activity where appropriate.
3. Ensure the services delivered internally and externally are inclusive and accessible, integrated with the service.
4. To align work area to the Sustainability Strategy and ensure work practices are inclusive of this value & strategic intent.

## Knowledge, Skills, and Experience

### Knowledge & Experience

* Post graduate or equivalent qualification, or significant experience in communications, engagement, journalism, or another relevant disciplines.
* Professional qualification in Leadership / Management at Level 6 (or above) or equivalent relevant professional leadership and management experience.
* Evidence of continuing professional development e.g. CIPR, CIM etc.
* Knowledge of the political and business environment of GMCA, and Greater Manchester.
* Knowledge of the national policy context for public services and devolution and the implications for communications and engagement within this.
* Knowledge of media law and relevant local authority legislation and guidance relating to communications, media, and officers.
* Knowledge of the communications needs facing emergency/ blue light services.
* Significant experience of media relations, issues and crisis management and successful reputation management.
* Significant experience of leading communications planning across a complex organisation and managing the delivery of that plan.
* Experience of working in, or with, a complex political, high-profile organisation at a senior level and advising senior leadership on communications, engagement, and marketing issues.
* Experience of measuring and evaluating communications and engagement functions, with a view to adapting and changing to ensure success.

### Skills, Values & Behaviours

* Ability to build and maintain effective relationships across different sectors – and handle significant challenge while protecting the professional relationships.
* Significant powers of persuasion and willingness to appropriately challenge senior leaders where appropriate.
* Excellent writing and planning skills and ability to interpret complex information quickly and effectively for differing audiences and purposes.
* Ability to react quickly and act effectively under pressure.
* Able to manage conflicting demands and juggle complex and high-profile stakeholders effectively.
* Creative and resourceful.
* Self-motivated and able to deal with a demanding workload and deliver consistently to deadlines.
* Ability to work flexibly and creatively as part of an effective team, building and maintaining positive relationships with colleagues.
* Commitment to high standards of customer care and public service.
* Commitment to collaborative and partnership working.
* Willingness to work out of office hours, including weekends.
* Requirement to travel outside the county to attend meetings etc. when required may include overnight stay.

**FOR POLITICALLY RESTRICTED POSTS:**

This post is a politically restricted post, as defined by the Local Government and Housing Act 1989 (as amended by Section 30 of the Local Democracy, Economic Development and Construction Act 2009) on one of the following grounds:

* the post is that of a Chief Officer or Deputy Chief Officer or
* the post has delegated powers to discharge the functions of the Authority; or
* the duties associated with the post include giving advice on a regular basis to the Authority, to Committees or Sub-Committees of the Authority (including member panels, Sub-Committees etc.) or to joint committees on which the Authority is represented or give advice to Executive Members, Committees or speak to the media.

The post holder has a right to appeal to the GMCA Chief Executive against the classification of their post as politically restricted.

## Corporate Duties

*Do not behave in way which discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability.*

*Safeguard at all times confidentiality of information relating to staff and pensioners. Refrain from smoking in any areas of Service premises.*

*Behave in a manner that ensures the security of property and resources. Abide by all relevant Service Policies and Procedures.*

***Records Management / Data Protection*** *- As an employee of the GMCA, you have a legal responsibility for all records (including employee health, financial, personal and administrative) that you gather or use as part of your work with the Service. The records may be paper, electronic, audio or videotapes. You must consult your manager if you have any doubt as to the correct management of the records with which you work.*

***Confidentiality and Information Security*** *- As a GMCA employee you are required to uphold the confidentiality of all records held by the GMCA, whether employee records or GMCA information. This duty lasts indefinitely and will continue after you leave the GMCA employment. All employees must maintain confidentiality and abide by the Data Protection Act.*

***Data Quality*** *- All staff are personally responsible for the quality of data entered by themselves, or on their behalf, on GMCAs computerised systems or manual records (paper records) and must ensure that such data is entered accurately and, in a timely manner, to ensure high standards of data quality in accordance with Departmental protocols. To ensure data is handled in a secure manner protecting the confidentiality of any personal data held in meeting the requirements of the Data Protection Act.*

***Health and Safety*** *- All employees of GMCA have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable GMCA to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the Service’s undertakings.*

***Service Policies*** *- All GMCA employees must observe and adhere to the provisions outlined in these policies.*

***Equal Opportunities*** *- GMCA provides a range of services and employment opportunities for a diverse population. As a GMCA employee you are expected to treat all employees / partners / members of the public and work colleagues with dignity and respect irrespective of their background.*