

Senior Content Officer Role Profile

Job Title:	Senior Content Officer	Date:	Oct 2018
Reporting Line:	Digital Manager	Job Level:	Grade 6
Team:	Communications and Engagement	Business Area:	Communications and Engagement

JOB PURPOSE

To support the work and activities of the Communications and Engagement Team across a range of digital communications disciplines including media and public relations, and occasionally engagement and consultation activity.

The role holder will cover technical content elements of the communication team's work, including contributing to activities that support the Mayor and Deputy Mayor of Greater Manchester, portfolio holders, Greater Manchester Combined Authority (including Greater Manchester Fire and Rescue Service) strategies.

KEY RELATIONSHIPS

- Mayor of Greater Manchester
- Deputy Mayor for Policing, Crime and Fire
- Greater Manchester Combined Authority employees
- Greater Manchester Fire and Rescue Service officers
- Communications and Engagement colleagues across Greater Manchester
- GM Partners

KEY RESPONSIBILITIES

- Contribute to the delivery of effective and efficient communications and engagement activity for GMCA, the Mayor, the Deputy Mayor for Policing, Crime and Fire, and Greater Manchester Fire and Rescue Service
- To specifically provide a comprehensive audio visual service for the organisation, including photography, filming, editing, copying and production in a range of required formats.
- Responsibility for the appropriate maintenance and storage of photography and filming equipment

- First point of contact for internal and external media enquiries and response or escalation as appropriate
- Proactively identify opportunities for and draft, for example, video concepts, press releases, news articles, web content, leaflets, posters, corporate documents and other promotional and marketing material as required.
- Update and produce digital content for web, social and intranet sites, and help to manage the social media channels for all relevant GMCA functions
- Contribute to the production of corporate publications, leaflets and other marketing material, liaising with designers, printers and other staff to ensure documents are engaging and reflect the organisation's brand.
- Under the direction of Senior Communications, Media and Engagement Officers, plan and implement communications projects
- Provide digital and communications advice to colleagues and managers
- Provide a copywriting service to the organisation and its partners where appropriate, drafting articles for inclusion in corporate and target publications, information leaflets and posters, web content, award entries and other corporate documents that arise.

General

- Support the delivery of events organised by the Communications and Engagement Team, or corporate events where the involvement of the Communications and Engagement Team has been agreed
- Contribute to the content of a monthly monitoring dashboard of communications and engagement activity
- When required, support colleagues and internal stakeholders in improving the familiarity and skills with social media platforms and other communications tools
- To undertake any additional duties which are reasonably commensurate with the level of this post
- Help safeguard the public image and reputation of GMCA, the Mayor, the Deputy Mayor for Policing, Crime and Fire, and Greater Manchester Fire and Rescue Service

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.

KNOWLEDGE, SKILLS AND EXPERIENCE

Knowledge & Experience

- Good standard of education at Level 4 (or above) or equivalent relevant experience in communications, engagement, journalism or another relevant discipline
- Experience of writing for publicity and promotional purposes
- Experience of producing engaging digital content, including photography and video
- Ability to use Adobe Premiere and Photoshop
- An understanding of the media as a vehicle for communication
- An understanding and commitment to GMCA and its vision and values and the ability to inspire others to achieve this.

Desirable

- Membership of a relevant professional body
- Experience of contributing to successful marcomms campaigns
- Experience of producing digital content for a specific audience/s
- Experience of using Adobe Creative Cloud
- Experience in using a CMS (Content Management System)
- Knowledge of local authority decision making processes and the role of elected members
- Experience of writing reports or publicity documents and making presentations
- Knowledge/experience of crisis management and the role of communications in fast-moving crisis situations. The ability to stay calm and retain authority in an apparent crisis
- Some knowledge of the evaluation of communications functions and an ability to use evidence to guide decision making for future communications activity

Skills & Behaviours

- Ability to write intelligibly, interestingly, concisely and with flair and creativity
- Self-motivation and ability to deal with a demanding workload and deliver consistently to deadlines
- Ability to generate ideas and pursuing them to result in successful communications initiatives
- A good standard of personal computer skills, including ability to use word processing and presentation packages in a Windows environment.
- Ability to work flexibly and creatively as part of an effective team
- Commitment to high standards of customer care and public service
- Ability to build and maintain positive relationships with colleagues and local media
- Requirement to travel outside the county to attend meetings etc. when required may include overnight stay.
- Occasional requirement to attend residential training courses
- Willingness to be part of the out-of-hours on-call service if required
- To be willing to work flexibly as occasional evening and weekend working may be required
- Willingness and ability to travel across the county when required, within a reasonable time to meet the role demands (individuals providing their own vehicle for use will be eligible for casual car user rate)

Corporate Duties

Avoid any behaviour 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