

## Job specification

**Job title:** Media Manager

**Service:** Public Relations team

**Grade:** G11

**Reporting to:** Strategic PR Manager

### Your job

The Public Relations team is responsible for communicating with more than 300,000 residents through both traditional and digital channels, ensuring content is relevant, timely and targeted.

As Media Manager you will be responsible for the efficient and effective provision of a first class media relations function, advising the Strategic PR Manager on all issues that arise.

You will be responsible for protecting the council's reputation by identifying potential risks and putting measures in place to mitigate their impact, fostering close relationships with both the media and senior colleagues from across the council to advise and guide them along the way. You will also be involved in developing our approach to emergency communications and deploying resources as and when necessary.

You will work to improve the council's reputation to residents, by proactively seeking out and exploiting opportunities to publicise the work of the council and by working with directorates to identify upcoming positive news stories.

To improve our reputation among peers you will support award nominations and build close relationships with trade press to secure coverage. Regionally you will support officers to target broadcast opportunities.

In line with the team's 'Newsroom approach' you will also lead and advise on social media and digital communications, regularly evaluating each channel and proactively exploring and exploiting evolving new channels of communication and content types to ensure Wigan is ahead of the game.

You will have direct line management responsibility for a team of six, ensuring that they are consulted, empowered, valued and motivated. You will also ensure the recruitment and deployment of staff resources in the team.

You will deputise for the Strategic PR Manager as required and be able to work out of hours if necessary.

The Council is committed to complying with the European General Data Protection Regulations (GDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection Regulations.

### In this job you will

**Within the first 12 – 18 months:**

- Identify the media team's key priorities and support them to develop strategic plans

- Meet with and develop strong relationships with senior managers and councillors to raise the profile of the team and its capabilities
- Identify award opportunities to showcase Wigan Council and lead on the submissions
- Develop strong relationships with key trade press editors to secure coverage
- Support the rollout of the new email marketing automation system
- Identify skill gaps in the team and recommend training opportunities to ensure we are the best PR team

#### **On an ongoing basis you will:**

- Advise the Strategic PR Manager on all media relations issues and contribute towards the development of the annual PR Strategy
- Protect and promote the council's reputation internally and externally
- Produce a proactive monthly press diary of potential positive stories and potential risks
- Work with the senior designer to create Borough Life
- Regularly monitor and evaluate the impact of media and communications activity
- Represent the council in external forums and actively market, promote and represent the public relations function and its expertise both externally and throughout the council
- Lead and support the development of the team's capability and capacity, ensuring that confidence in the public relations service among members and officers is maintained at a high level
- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules

#### **In this job you will need**

You must be able to demonstrate the following essential requirements:

- Qualification to degree level (or equivalent level of experience to show competence over a range of skills and abilities)
- Significant experience of working in a relevant area
- Proven experience of providing strategic advice to senior people in local government or in a large or complex organisation
- A successful record of establishing positive working relationships with elected members and / or executive officers
- Experience of successfully engaging with others, building positive and effective relationships with a variety of communities, partner organisations, trade unions, private sector providers, public agencies and statutory authorities
- Experience of managing change within a large multi-disciplinary team
- A track record of fostering a positive work environment through empowering, motivating and developing others
- Experience of writing and designing high quality publications - newsletters, brochures, reports, etc. using desk top publishing software
- An understanding of how the media works
- Political awareness
- The ability to analyse and interpret information and data
- Excellent interpersonal and communication skills

#### **Our culture**

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to display our **Be Wigan** behaviours.

**Be Positive...** take pride in all that you do

**Be Accountable...** be responsible for making things better

**Be Courageous...** be open to doing things differently

Individuals with line management responsibilities are also expected to ...

**Inspire...** lead by example and help others to see the big picture

**Care...** show genuine concern for people as individuals and value their contributions

**Engage...** I connect with others both within and beyond the organisation

## Staff Deal

Our Staff Deal is an informal agreement with all staff. It outlines what you can expect from us, and in return what we expect from you

# The Deal

**Wigan**  
Council

## Our part

- Keep your Council Tax as one of the lowest
- Help communities to support each other
- Cut red tape and provide value for money
- Build services around you and your family
- Create opportunities for young people
- Support the local economy to grow
- Listen, be open, honest and friendly
- Believe in our borough

Signed

Councillor David Molyneux, Leader of Wigan Council

## Your part

- Recycle more, recycle right
- Get involved in your community
- Get online
- Be healthy and be active
- Help protect children and the vulnerable
- Support your local businesses
- Have your say and tell us if we get it wrong
- Believe in our borough

Signed