

Senior Communications & Media Officer Role Profile

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

JOB PURPOSE

To support the work of the Communications and Engagement Team across a range of communications and engagement disciplines including media and public relations, digital communications, and engagement and consultation activity. It is envisaged that this role will focus more on the media work within the team, however there is an expectation that people will flex across the team as and when required.

The role holder will support the Media team at a Senior Officer level, supporting the Mayor and Deputy Mayor of Greater Manchester, portfolio holders and Greater Manchester Combined Authority (including Greater Manchester Fire and Rescue Service).

KEY RELATIONSHIPS

- Mayor of Greater Manchester
- Deputy Mayor of Greater Manchester
- Greater Manchester Fire and Rescue Service Chief Fire Officer
- GMCA portfolio holders – council leaders and chief executives
- Director of Communications and Engagement, Assistant Director News and Media and GMCA Communications and Engagement team
- Mayoral team and GMCA policy team
- Wider Greater Manchester communications and media teams
- Partner agencies working on relevant projects and functions in Greater Manchester and nationally, where appropriate

KEY RESPONSIBILITIES

Media responsibilities

- Provide media relations advice and support to the organisation, and lead the reactive media management during major incidents, including attending out of hours when needed.
- Manage the day-to-day delivery of multiple News and Media projects as assigned by senior colleagues
- Target and build relationships with journalists working for key media outlets to maximise opportunities for positive coverage.
- Provide a point of contact for media enquiries, research information and draft appropriate responses

Communications and Engagement responsibilities

- Work on the development and delivery of communications campaigns relevant to the work of the organisation
- Manage the day-to-day delivery of multiple communications and public relations projects as assigned by senior colleagues
- Manage and create the content on the digital platforms for GMCA, the Mayor of Greater Manchester, Deputy Mayor for Policing, Crime and Fire, and Greater Manchester Fire and Rescue Service
- Proactively identify opportunities for and draft press releases, news articles, web and digital content.
- Manage and develop internal communications channels, ensuring they remain up-to-date and relevant
- Work with designers, printers and other staff to ensure documents are engaging and reflect the organisation's brand.
- 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 and digital content, award entries and other corporate documents that arise
- Work with internal staff and external consultants to develop, implement and monitor consultation approaches appropriate to the diverse communities of Greater Manchester
- Scope and deliver strategic consultation and public engagement activity on behalf of GMCA, including; the Mayor, the Deputy Mayor for Policing and Crime, and Greater Manchester Fire and Rescue Service
- Support the development and delivery of consultation and engagement activity on behalf of GMCA, including; the Mayor, the Deputy Mayor for Policing and Crime, and Greater Manchester Fire and Rescue Service
- Develop and deliver creative and effective two-way stakeholder engagement activity around strategic priority projects, aligned to communications activity, using a range of channels and assessing the associated issues, risks and opportunities, linking with wider activity
- Ensure a database of community and voluntary sector contacts is maintained

- Manage and contribute to the content and production of materials in support of strategic priority projects
- Monitor measures and share findings with key officers as appropriate to help shape and inform future planning and approaches
- Arrange and attend internal and external consultation and engagement events when required

General

- Be responsible for delivery of effective and efficient communications, media and engagement activity for GMCA, the Mayor, the Deputy Mayor for Policing, Fire and Crime, and Greater Manchester Fire and Rescue Service
- Coach, guide and advise managers on a consultancy basis on communications and engagement processes, policies and systems in the areas of Communications, Media and Engagement
- Support the Senior Management team in coaching, guiding and upskilling colleagues within the directorate.
- Work with the Senior Management team within the directorate to ensure communications and engagement strategies are implemented
- Support the development, monitoring, review and update of key Communications and Engagement policies, procedures and strategies for the organisation in line with current legislation and good practice.
- Recognise and escalate issues which may cause communications issues for the organisation.
- Deputise for Senior Media Manager as required
- Lead and 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
- Provide the content for a monthly monitoring dashboard of communications and engagement activity
- Safeguard and enhance the public image and reputation of GMCA, including; the Mayor, the Deputy Mayor for Policing, Fire and Crime, and Greater Manchester Fire and Rescue Service
- To undertake any additional duties which are reasonably commensurate with the level of this post

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 up to degree level or equivalent relevant experience in communications, engagement, journalism or another relevant discipline
- Demonstrable knowledge and experience of providing advice and support in a Media focused environment.
- Experience of writing for publicity and promotional purposes
- Demonstrable evidence of generating ideas and pursuing them to result in successful communications initiatives.
- Knowledge and 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
- Understanding of the evaluation of communications functions and an ability to use evidence to guide decision making for future communications activity.
- Experience of producing engaging digital, video and photographic content for multiple channels
- 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 in devising and implementing campaigns
- Knowledge of local authority decision-making processes and the role of elected members
- Experience of working in a political and/or emergency services environment

Skills & Behaviours

- Excellent relationship management and consulting skills with demonstrated ability to develop effective strategic relationships with key stakeholders and colleagues including the ability to influence, negotiate and coach at supervisory and middle manager levels.
- Ability to write intelligibly, interestingly, concisely and with flair and creativity
- Complete familiarity with the use of, creation of content and evaluation of social media
- Self-motivation and ability to deal with a demanding workload and deliver consistently to deadlines
- A good standard of personal computer skills, relevant to the role
- Ability to work flexibly and creatively as part of an effective team
- Commitment to high standards of customer care and public service
- Commitment to personal professional development and learning
- An interest in exploring new, innovative or more effective communications techniques
- 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