

Assistant Communications and Engagement Officer Role Profile

Job Title:	Assistant Communications and Engagement Officer	Date:	Oct 2018
Reporting Line:	Senior Communications Manager	Job Level:	Grade 4
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 assisting with general media and public relations, digital communications, and engagement and consultation activity.

The role holder will cover all 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

- Greater Manchester Combined Authority employees
- Greater Manchester Fire and Rescue Service employees
- Communications and Engagement colleagues across Greater Manchester

KEY RESPONSIBILITIES

- Support the Communications and Engagement Team in publicising and promoting the work of GMCA, the Mayor, the Deputy Mayor for Police, Crime and Fire, and Greater Manchester Fire and Rescue Service.
- Write, proof, and review press releases, web content, social media content and other information related to the work of GMCA, the Mayor, the Deputy Mayor for Policing, Crime and Fire, and Greater Manchester Fire and Rescue Service.
- Maintain the GMCA's internal and external web content, and social media presence
- Develop and maintain effective relationships with internal customers.
- Explore digital innovations to support the organisation's work.
- Provide functional administrative support to the Communications and Engagement Team, supporting the day-to-day operations of the office, such as media monitoring, handling of media inquiries, maintaining contacts databases.

- Support the Communications and Engagement Team in the content and management of the full suite of communications and engagement channels to ensure that messages are disseminated to as wide an audience as possible via the most appropriate means.
- Support the Communications and Engagement Team with the organisation of internal and external events, media facilities, interviews and other activity.
- Support the effective delivery of internal communications within the organisation.

General

- Support the Communications and Engagement Team in involving the public in the work of GMCA, the Mayor, the Deputy Mayor for Policing, Crime and Fire, and Greater Manchester Fire and Rescue Service and helping deliver an effective community engagement and consultation programme.
- Contribute to the content for a monthly monitoring dashboard for 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
- Safeguard and enhance the public image and reputation of GMCA, the Mayor, the Deputy Mayor for Policing, Fire and Crime, and Greater Manchester Fire and Rescue Service

KNOWLEDGE, SKILLS AND EXPERIENCE

Knowledge & Experience

- Good standard of education including numeracy and literacy, GCSE or equivalent (essential)
- Experience of delivering to set deadlines and changing priorities
- Knowledge of social media tools
- An understanding and commitment to GMCA and its vision and values and the ability to inspire others to achieve this.

Desirable

- Qualification in communications / media or other relevant discipline
- Basic web design skills and ability
- Knowledge of research methods

Skills & Behaviours

- Excellent relationship management skills with demonstrated ability to develop effective relationships with key stakeholders and colleagues
- Excellent communications skills, both orally and in writing including grammar and spelling, with an attention to detail
- Proficient ICT skills
- Methodical approach and ability to prioritise workloads

- Organisational, diary and time management skills
- Skills in producing materials
- Evaluation skills
- Willingness and ability to travel across county and work from other sites as required
- 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

Desirable

- Provide a suitable vehicle for use, when required, on official business journeys
- Hold a current valid driving license

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