

Role profile

- **Job title:** Communication and Engagement Manager (Senior Content Creator)
- **Grade:** G8
- **Business area:** Communications and Engagement
- **Reporting line:** Senior Communications and Engagement Officer (social media and content)
- **Team:** Social Media and Content

Job Purpose

To support the work of the Greater Manchester Combined Authority (GMCA) Communications and Engagement service by providing specialist social-first content production at a senior practitioner level.

You will plan, film, edit, produce and publish high-quality social media content that increases public awareness and understanding of the work of the Mayor and Deputy Mayor of Greater Manchester, GMCA, Greater Manchester Fire and Rescue Service (GMFRS), and supports delivery of the Greater Manchester Strategy – our ten-year plan for a thriving city region where everyone can live a good life.

The role will focus on creating engaging, authentic and timely content for direct-to-audience channels, including video, photography, graphics-led and text-led formats. You will work collaboratively across the organisation and with partners to identify strong content opportunities, translate complex issues into clear and accessible social content, and help ensure GMCA's channels are creative, consistent, accurate, inclusive and impactful.

The Senior Content Creator will report directly to the Senior Communications and Engagement Manager (Social Media and Content Creation). This is not a line management role, but it is a senior specialist practitioner post. The postholder will be expected to operate with a high level of independence, exercise sound editorial and political judgement, and provide creative and production guidance to colleagues across the Communications and Engagement service.

Key working relationships

- Senior leaders and policy teams across GMCA, including members of the Senior Leadership Team, Mayoral team and 'portfolio' leads.
- GMCA Director, Assistant Directors and Heads of Communications and Engagement; GMCA communications and engagement team.
- Communications and engagement colleagues in Greater Manchester partner organisations (potentially including Greater Manchester Integrated Care Partnership, Transport for Greater Manchester and Greater Manchester Police) and the city-region's 10 local authorities.
- Partners from organisations working on relevant projects and functions in Greater Manchester and nationally, including in voluntary, community, faith and social enterprise (VCSE), Government, businesses and commissioned agencies.

Key responsibilities

- Manage the successful commissioning and delivery of effective and efficient social media activity for key accounts including GMCA, the Mayor, the Deputy Mayor for Policing, Fire and Crime, and Greater Manchester Fire and Rescue Service.
- Work with colleagues from across GMCA and key stakeholders to develop appropriate social media content plans for key accounts and platforms.
- Manage key social media accounts, commissioning and scheduling in a way that ensures our content is high quality, meets audience needs, follows brand guidelines and is optimised for each platform's algorithm.
- Bring ideas, creativity and enthusiasm to our generation and distribution of social content, whether using video, photography or text-led formats.
- Offer platform and production guidance to content creators across the team, sharing platform knowledge and data insights, championing best practice, supporting experimentation and fostering a culture of creativity and continuous improvement.
- Proactively look for opportunities to raise awareness through social media of GMCA's mission and delivery and their contribution to GMCA's Corporate Plan and Greater Manchester Strategy.

- Work with senior Communications and Engagement leaders to ensure key moments in the GMCA forward plan have appropriate high-quality social media content, including video for key Mayoral and organisational moments
- Produce high-quality social media content for key accounts as needed, particularly on more complex or high-profile issues.
- Regularly review content plans and monitor and evaluate their effectiveness and impact, helping produce impact reports and contributing to reporting dashboards.
- Line manage Communications and Engagement officer(s), setting and regularly reviewing objectives, conducting appraisals, and ensuring work is delivered to a high standard.
- Develop briefings for various stakeholders, potentially including The Mayor and portfolio leads (Deputy Mayors and Council Leaders).
- Attend GMCA communications and engagement team meetings to provide updates on social media

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.

Knowledge, Skills, and Experience

Essential

- Hands-on experience of producing high-quality, high-impact social content for a high-profile organisation, with the ability to film and edit at pace.
- Experience of producing content in a demanding, high-profile communications and engagement environment, working to time-sensitive deadlines and responding to short-notice requirements.
- Strong experience of producing video, photography and written content for a wide range of social media platforms and audiences.
- Advanced knowledge of social media platforms, tools, trends, audience behaviours and platform algorithms.
- Excellent storytelling skills and strong editorial judgement, with the ability to translate complex ideas and policy issues into clear, engaging social content for different audiences.
- Experience of producing or overseeing social content on complex matters, sensitive issues or high-profile public announcements.

- Experience of working collaboratively with multiple organisations, senior stakeholders and partners.
- Experience of using platform data, audience insight and performance information to improve content and grow engagement.
- Knowledge and understanding of local government and the role of combined authorities
- Strong political awareness and editorial judgement
- Experience of considering equality, accessibility and inclusion in content production and communications activity.

Desirable

- Membership of a relevant professional body.
- Understanding of the relationship between Greater Manchester Combined Authority, its partners and its long-term goals.
- Experience of working in a politically sensitive environment.
- Experience of creating content with or for elected politicians, senior public figures or high-profile organisational leaders.
- Experience of coaching people who are new to presenting or appearing on camera.
- Experience of working with designers, videographers, photographers, agencies or freelancers to deliver high-quality content.

Skills, Values & Behaviours

- Self-motivation and ability to deal with a demanding workload and deliver consistently to deadlines.
- Ability to generate ideas and develop them into successful communications initiatives.
- Excellent digital and computer skills, including ability to use word processing and presentation packages in a Windows/Microsoft 365 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.
- Willingness to travel outside the county to attend meetings when required, which may include an overnight stay.
- Ability to work independently, remain self-motivated and solve technical issues as they arise.

- Willingness 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).

Political Restrictions

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.*