GMCA GREATER MANCHESTER COMBINED AUTHORITY

Role profile

- **Job title**: Communications and Engagement Senior Officer
- **Grade:** 6
- **Business area:** Communications and Engagement
- **Reporting line:** Communications and Engagement Manager
- **Team:** Communications and Engagement

Job Purpose

To support the work of Greater Manchester Combined Authority (GMCA) Communications and Engagement service by providing broad, multi-discipline communications and engagement to GMCA's work on specific Greater Manchester Strategy workstreams /themes. This will span a range of communications and engagement disciplines including campaign management, media and public relations, digital communications, internal communications, event delivery and engagement and consultation activity.

You will deliver appropriate new and existing communications and engagement approaches to support GMCA's vision for Greater Manchester – as set out in the Greater Manchester Strategy and GMCA Corporate Plan – and ensure our work and the devolution powers which help drive it are recognised, understood and meaningfully involved in by our colleagues, partners and the public.

The Communications and Engagement Senior Officer will report directly to a Communications and Engagement Manager within the Communications and Engagement team. You will also work closely with internal colleagues from several GMCA directorates as well as external partners.

Key working relationships

- Teams and managers from across GMCA (which includes Greater Manchester Fire and Rescue Service, GMFRS), including members of the Senior Leadership Team and 'portfolio' leads.
- 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

Working across specific Greater Manchester Strategy workstreams / themes the role will, as required:

- Be responsible for delivering effective and efficient communications, media and engagement activity for GMCA's work, delivering on time, to budget and of the right quality
- Guide and advise policy colleagues responsible for delivering specific workstreams or thematic areas on communications and engagement processes, policies and systems
- Manage the day-to-day delivery of multiple communications and engagement projects
- Develop and deliver communications campaigns, and workstream / thematic content for social media, online platforms, internal communications and other available channels (eg e-newsletters, blogs, case studies)
- Develop, implement and monitor participation and insight approaches, including consultation, appropriate to the diverse communities of Greater Manchester
- Arrange and attend internal and external events, where required
- Research and draft proactive and reactive news and media content for workstreams / themes covered, where required
- Provide a copywriting service to the organisation and its partners where appropriate, drafting articles for inclusion in publications, information leaflets and posters, web content, award entries and other corporate documents that arise
- Contribute to workstream forward plans of communications and engagement activity, ensuring effectively delivery of plans
- Proactively identify opportunities to raise awareness of the work of these workstreams, including through news and media, events, web and digital content
- Support the development, monitoring, review and updating of relevant communications and engagement policies, procedures and strategies for the organisation in line with legislation and good practice
- Measure and evaluate the effectiveness and impact of plans and activities.
- Work with external agencies, when required, to produce content including print, video and digital media ensuring quality, engaging and on-brand content.
- 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 your work areas

General

- Develop and maintain effective relationships with policy / programme colleagues, communications counterparts from partner organisations and other key stakeholders, ensuring clear and effective channels of communication
- Manage priorities and apportion your time effectively, balancing complex issues, interdependencies and potential conflicts
- Recognise and escalate risks and issues, including those which may cause communications issues for the organisation
- Always hold yourself and others to a high standard of professionalism, demonstrating your commitment to our values and behaviours as well as ensuring service confidentiality is maintained throughout all we do.
- Work with other teams internally and externally, with collaboration maximised, and support on activity where appropriate.
- Ensure the services delivered internally and externally are inclusive and accessible.
- Align your work area to the Sustainability Strategy and ensure work practices are inclusive of this value & strategic intent.
- Deputise for Communications and Engagement Managers as required, including attendance at meetings.
- Safeguard and enhance the public image and reputation of GMCA, including the Mayor and Deputy Mayor.

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

Knowledge & Experience

- Knowledge of communications, campaigns, public relations, marketing communications and engagement techniques, approaches, procedures
- Experience of devising and implementing campaigns, communications and engagement action plans for external and internal audiences
- Experience of writing for publicity and promotional purposes
- Experience of producing or commissioning engaging digital content for multiple channels
- Evidence of generating ideas and pursuing them to result in successful communications initiatives
- Understanding of the evaluation of communications functions and an ability to use evidence

to guide decision making for future communications activity

- 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
- Knowledge and understanding of local government.
- Experience of working in a politically sensitive environment.
- Understanding of the relationship between GMCA, its partners and its long-term goals.
- Experience of working with journalists and/or external media agencies
- Experience of public participation / consultation

Skills, Values & Behaviours

- Ability to build and maintain positive relationships with colleagues and stakeholders – including influencing and negotiating at more senior levels
- Ability to write clearly, interestingly, concisely and with flair and creativity
- Ability to create engaging multi-channel content from print to digital
- Ability to work with and familiarity of social media, including social media analysis
- Ability to work flexibly and creatively as part of an effective team
- Self-motivation and ability to deal with a demanding workload and deliver consistently to deadlines
- An interest in exploring new, innovative or more effective communications techniques
- A good standard of personal computer skills, relevant to the role
- Commitment to high standards of customer care and public service
- Willingness to be part of an out-of-hours on-call service if required.
- Willingness to work flexibly as occasional evening and weekend working may be required.
- Willingness and ability to travel 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.)

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 upholdthe 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. Employeesare 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 thoseaffected by the Service's undertakings.*

***Service Policies** - All GMCA employees must observe and adhere to the provisions outlinedin 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.*