



Job Profile and Working for Stockport

Our Council

Join us at Stockport Council – Best for Inclusion winner at the Greater Manchester Good Employment Awards 2026

Our employees are our **greatest asset**. We're proud of the way we provide vital frontline services every day and work together, as **one team**.

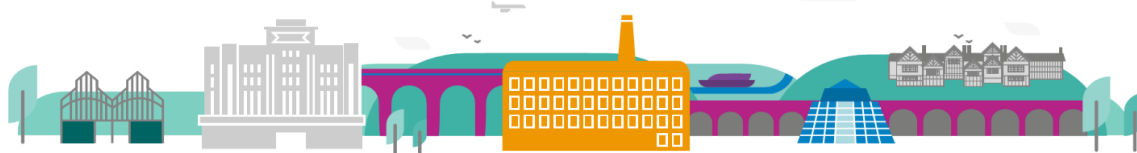
Our 4 **core values** as shown above, run through everything that we do, and we aim to stay **true** to them regardless of the challenges that we may face.

To **support** our values, we have policies, guidance and procedures around health, safety and welfare, customer care, emergency planning and security that all our **colleagues** are adhering and working to.

We also **pride** ourselves on our commitment to wellbeing and inclusivity of our colleagues and residents.

You can find out more about working for Stockport Council and some of the benefits that we offer our employees at <https://greater.jobs/locations/stockport/>





Ambitious Stockport, creating opportunities *for everyone*

About the Job

Role:

Senior Media Relations and PR Officer
(MDC and Regeneration)

Service Area:

Communications and Marketing Team

Directorate:

Corporate and Support Services

Salary Grade:

SO2

Main Purpose of the Job

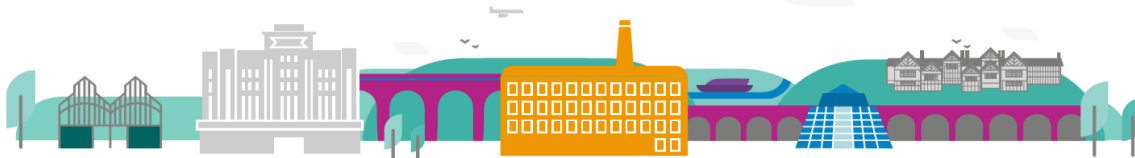
We are looking for an experienced Media Relations and PR officer to drive the national profile, visibility, and identity of Stockport Mayoral Development Corporation (MDC) in addition to working on regeneration and growth for Stockport Council. This role requires an exceptional communicator with a proven track record in raising the profile of large-scale, multi-stakeholder regeneration initiatives, securing high-impact media coverage, and engaging key industry and government figures. It will be your job to tell the story of Stockport's regeneration, provide media relations and publicity service to the council, Stockport MDC and to help put Stockport on the map locally, regionally and nationally in both public and trade media across traditional and digital platforms. This role is ideal for a strategic, hands-on communicator who thrives in a fast-paced, multi-partner environment and is passionate about shaping the national conversation on regeneration and investment. •

This post is politically restricted.

There is a contractual requirement for this role to form part of the On Call Communications Rota – which operates Saturday, Sunday and Bank Holidays from 8am to 8pm. A standby allowance is paid for each shift £32.81 (as at 1 April 2023). The postholder will be on the rota approx 6 weekends a year.

Key Responsibilities

- Working across the range of council services this role will be responsible for :
- Generating regular news stories, op-eds and features that promotes the work of Stockport MDC with links to Stockport's overall regeneration journey, to be used across traditional and digital media platforms
- Selling in stories to local, regional, national and trade press
- Developing relationships with media and journalists
- You will create content in a variety of formats, capturing stories and highlighting good news stories from across Stockport's exciting regeneration journey, while leading on communications and marketing activity for Stockport MDC, including managing the website and social media presence.
- Preparing briefing notes, boilerplates and help to prepare speeches for senior members of the workforce and local councillors



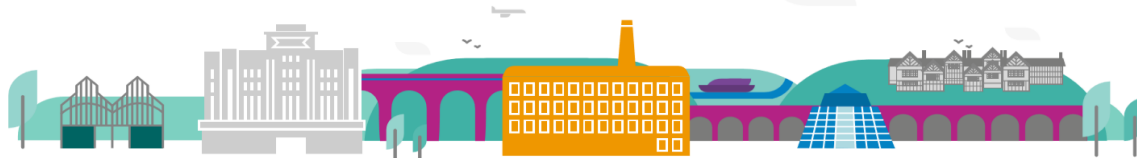
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- Helping to write award entries for the ambitious projects we have going on across our borough.
- Liaising with external designers and printers as and when required to produce marketing materials and collateral in line with brand guidelines
- Support with written communications and video commissioning around key events and stakeholder roundtables
- Respond to urgent media enquiries from journalists on a day-to-day basis.
- To work positively and inclusively with colleagues and customers so that the Council provides a workplace to deliver a service that does not discriminate against people on the grounds of their age, disability, gender reassignment, marriage, civil partnership, pregnancy, maternity, race, religion, belief, sex, or sexual orientation.
- To fulfil personal requirements, where appropriate, with regards to Council policies and procedures, standards of attendance, health, safety and welfare, customer care, emergency, evacuation, security and promotion of the Council's priorities.

Additional Information

The responsibilities set out in this document, in the advert and any additional information are intended to provide a flavour of the work you will carry out. It is not possible to include everything you will be asked to undertake, and we expect all colleagues to work flexibly according to business needs and to enhance your own development. Your skills, abilities and training needs will be taken into account and discussed with you when any significant changes to your role are needed. In line with our flexible approach you may be required to work from home for a proportion of your time or from any of the Council's sites across the borough.

The Council is an inclusive employer and holds the Disability Confident and Armed Forces Covenant accreditations. If you have a disability, we will support you by implementing reasonable adjustments to enable you to perform your role.



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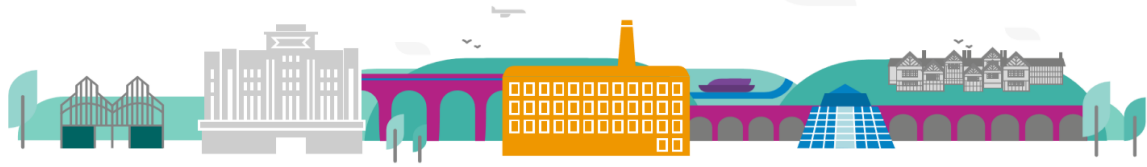
About You

Please use your application to tell us how well you meet the criteria listed below as these are the key skills, experience, technical expertise and qualifications needed to be successful in the role. We will then use all the information you provide in your application to help us decide whether you are shortlisted for interview. Any interview questions or additional assessments such as tests or presentations may also be broadly based on these criteria:

- Working to the Council's values and behaviours by:
 - Keeping the people of **Stockport** at the heart of what we do
 - Succeeding as a **team**, collaborating with colleagues and partners
 - Driving things forward with **ambition**, creativity and confidence
 - Showing value and **respect** to our colleagues, partners and customers.
- Demonstrable track record of working in a media relations role in a large, complex environment
- Proven track record in successfully raising the national profile of large-scale, multi-stakeholder regeneration projects or similar campaigns
- Excellent communication skills – written and verbal
- Excellent written skills, with proven experience of writing stories, press releases and other written content for multiple audiences over a range of different platforms
- Strong news sense and understanding of the media landscape
- Excellent and keen eye for detail with proof checking skills
- Demonstrable track record of developing excellent relationships with local and national journalists and media
- Educated to degree level, or have relevant on the job experience gained through holding a similar role
- Experience of selling in stories to local, regional, national and trade press
- Ability to translate complex information into engaging content for a wider audience
- Experience of dealing with communications involving incidents and emergencies
- Experience of preparing briefing notes and help to prepare speeches for senior members of the workforce and local councillors
- Experience of working in a local government environment and /or large complex organisation

Desirable

- Ability to produce and edit videos to bring stories and content to life
- A background in journalism



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