

Role Profile

Role:	Communications Officer, Media and Reputation
Directorate:	Corporate Affairs
Salary Band:	6
Post reference:	CAF9
Job Evaluation Date:	22/10/2020
Role statement of purpose:	Delivery of TfGM's media strategy focused on protecting and enhancing reputation through high quality responsive and pro-active media engagement
Reports to:	Strategic Communications Lead, Media and Reputation

	Key Role Outputs (KROs) <i>these set out what must be achieved for the post holder to be successful in the role</i>	Key Actions <i>These set out how the KROs will be achieved – the activities required.</i>
1.	Effective delivery of media strategy to protect and enhance reputation	• Plan and implement effective media plans that protect and build reputation • Deliver a professional pro-active and reactive responsive service that is able to respond to issues and queries • Horizon scan for reputational risks on individual issues, ensuring that the appropriate mitigations are put in place • Horizon scan for opportunities to gain positive profile for TfGM and GMCA across business and policy priorities • Manage and build the organisation's relationship through a multi-channel approach • Advise senior managers on effective approaches to media engagement • Provide an effective service during emergencies and incidents
2.	Effective media engagement that positions TfGM and GMCA regionally and nationally	• Build effective relationships with journalists • Research, write and distribute press releases in a timely and effective manner

		• Draft compelling key messages and narratives for priorities and projects • Escalate to senior colleagues any emerging reputational issues which may arise from planned or unplanned events • Collaborate with officers across TfGM and GMCA to gather intelligence and background information on issues • Build an awareness and understanding of operational (“Our Network”) and TfGM/GMCA policy priorities in order to provide effective advice on media engagement • Place media stories through effective relationship building with journalists • Provide background briefings on media issues to journalists when required • Oversee and manage the approval process for press releases in a timely and effective manner • Deliver background briefings to senior managers on media issues, risks and opportunities • Draft and sign-off quotes for senior managers and politicians • Organise media events, photo-calls and news conferences • Maintain and develop a media contact database • Ensure that media engagement activity is appropriately logged
3.	An insight-led multi-channel approach to content development	• Collaborate with colleagues across campaigns, marketing, design and digital to deliver an integrated, audience-led, approach to communications • Provide content that can be used across social media and wider digital channels • Contribute content to leaflets, brochures, and publications as required • Create compelling social and digital content including filming, photography, infographics as required • Contribute creative ideas and concepts for social and digital media content, including

		video, gifs, infographics and other communications • Provide content to stakeholder and partnership briefings, as required • Liaise with the Digital and Social Media Manager to ensure they are aware of upcoming key milestones, requirements and reputational risks • Collaborate with colleagues in internal communications to ensure that key issues are effectively communicated to staff • Support the effective planning and implementation of campaigns
4.	A robust 24-hour service during emergencies and major incidents	• Contribute to an effective and highly responsive media service during major incidents and emergencies, working out of hours as required • Contribute to the maintenance of an up-to-date media contact database • Liaise with senior TfGM colleagues and develop responses to urgent media enquiries at any time of the day or night as required • Draft, gain approval and distribute media statements, updates and press releases as required during unplanned incidents • Liaise and escalate to the senior on call communications officer any matters which require a higher level of input/decision • Take part in internal emergency planning exercises required to maintain knowledge of systems and approaches in the event of major unplanned disruptions
5.	Identification of reputational opportunities and risks through effective collaboration across TfGM and GMCA	• Work with internal colleagues to coordinate and deliver positive media coverage and feedback from stakeholders by seeking out opportunities to promote TfGM and GMCA activities • Work closely with all partners involved in schemes and projects to coordinate communications activity with project activity / milestones • Monitor potential reputational issues arising in the media, flag them with senior colleagues and issue responses as required

		• Work as part of a team to contribute to the development of creative approaches to publicise TfGM's strategic objectives • Ensure all proactive and upcoming activity is logged in the forward planner • Develop forward communications plans for all projects and workstreams and work with colleagues • Oversee the forward plans and ensure there is regular activity in place • Liaise with partners and ensure all project milestones and key elements are logged and recognised • Regularly check and monitor all key project communications documentation including key messages
6.	A high performing Strategic Communications service	• Use data and insight analyse and improve communications effectiveness • Collate performance statistics to feed into performance analysis • Contribute to a rota system compiling and distributing communication planning and delivery information • Arrange meetings and book venues, accommodation, catering and equipment as required • Attend external events (sometimes outside of standard office hours) to help with on the day arrangements as directed • Provide itineraries, agendas and minute meetings as required • Draft and issue invitations and maintain databases of attendees at launches and events • Be part of a communication rota system • Assess support requirements for events, make recommendations and act as a key organiser for the event as directed • Fact check and proof-read content, as required

Compulsory Outputs (COs) <i>these set out what must be achieved for the post holder to be successful in the role</i>		Key Actions <i>These set out how the COs will be achieved – the activities required.</i>
C1	Ensure you comply with all organisational policies and relevant legislation:	• Data Protection legislation • TfGM Safety Management System (In particular section SMS 201 Roles and Responsibilities) • Bus Operator contractual management • Dignity at Work policy; • Information assurance and security in line with Cabinet Office requirements; • Risk management • TfGM policies and procedures • Equality and diversity legislation • TfGM Vision & Values • Act in accordance with TfGM’s behaviours and competencies
C2	Any other reasonable duties as required from time to time	

Key Interdependencies

Key Contacts	Strategic Communications Lead, Media & Reputation Head of Strategic Communications Key project and strategy SRO and Sponsors Customer function Strategy function TfGM and GMCA brand, marketing, digital and design hub GMCA policy and communication teams GM Districts
Direct reports	None
Budgetary responsibility	None
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG

Office Use Only	Updated	Updated	Updated	Updated
Kate Brown, October 2020				

Person Specification

Communications Officer, Media and Reputation <i>(Knowledge, skills and experience required at selection stage)</i>	
E	Essential Experience:
E1	Significant experience of working with the media
E2	Experience of successfully planning a media strategy or event
E3	Experience of producing high quality content across multiple channels with the evidenced ability to translate complex issues into appropriate formats for target audiences
E4	Experience of devising and delivering communications campaigns to support key organisational priorities
E5	Knowledge of current communications methods and trends, including social media
E6	Proven ability to deal with a wide cross section of stakeholders effectively, clearly and concisely, both verbally and in writing
E7	Ability to work effectively with colleagues across the organisation to coordinate the provision of information in a timely and accurate manner
E8	Experience of client management and influencing skills, including advising key senior colleagues as required on communications management
D	Desirable Experience
D1	Experience of working in a political organisation
D2	Experience of being an on-call media officer, or delivering crisis communications
D3	Demonstrable experience of records management and databases
D4	Experience in journalism
EQ	Essential Qualifications
EQ1	Educated to degree level, equivalent, or a recognised media or communications-related qualification
EA	Essential Attributes:
EA1	Prioritisation skills to effectively balance conflicting demands in a pressurised environment
EA2	Ability to work flexibly, efficiently and under pressure
EA3	High standard of attention to detail.
EA4	Excellent organisational and administrative skills
EA5	Computer literate

