

AMBITIOUS

CREATIVE

COLLABORATIVE

SUPPORTIVE

## JOB DESCRIPTION

<b>JOB TITLE:</b>	Senior Communications Officer (stakeholder and internal communications)
<b>MANAGED BY:</b>	Communications Manager
<b>GRADE:</b>	9

## BACKGROUND

### The Employer: The West of England Combined Authority

The West of England is an economic leader with an economy worth over £33 billion a year. With a population of over 1.1 million people, one of the highest rates of employment in the country, and over 45,000 businesses, the region competes on a global scale. The West of England is a place where highly-skilled people work, where ideas flourish, and where businesses grow. It's also a place that a diverse population of people call home.

The West of England Combined Authority was formed in 2017, to champion the region and drive clean and inclusive economic growth. As a result, significant powers and funding have been transferred to the region through the new Combined Authority and West of England Mayor.

Our aim is to deliver economic growth for the region and address some of our challenges, such as productivity and skills, housing and transport.

The Combined Authority is made up of three of the local authorities in the region – Bath & North East Somerset, Bristol and South Gloucestershire. Building on a strong track record of partnership working in the region, the West of England Combined Authority continues to work closely with North Somerset Council. The Combined Authority also the accountable body for the West of England Local Enterprise Partnership.

The Combined Authority is an equal opportunities employer, in line with the Equalities Act 2010, and invite applicants to contact us to identify any additional support they may need during the recruitment process.

## PURPOSE OF THE JOB

Reporting to the Communications Manager, our Senior Communications Officer will lead on the communications strategy for internal communications and deliver effective multi-channel communication and engagement campaigns to support the Combined Authority's ambitions.

You will manage a portfolio of communications projects and campaigns, working closely with key stakeholders across the Authority to ensure that key messages and engagement activity are delivered in a timely, professional way.

In this role you will have a particular focus on internal communications, staff engagement and stakeholder communications, though will be expected to work on wider communications activity from time to time according to the needs of the Authority.

## KEY RESPONSIBILITIES

Develop a strategic approach to internal communications and deliver effective campaigns working closely with the wider Corporate Communications team and Senior Management Team to embed the organisation's values and culture.

Work closely with the Head of People and Assets and the HR team and plan and lead communications campaigns to ensure comprehensive staff engagement on a variety of workforce projects (including Hybrid Working, Learning and Development, Intranet / website development and staff consultations).

Lead on developing and evaluation of a variety of staff engagement tools and formats, including staff surveys; staff meetings and away days, working closely with the Senior Leadership team and Head of People and Assets to translate their objectives into effective communications.

Manage a portfolio of primarily internal communications projects and activities, ensuring that key stakeholders are fully involved and engaged.

Work closely with the recruitment team to ensure that the Authority's brand and values are appropriately represented in external careers pages and job adverts

Research, write and edit content for different audiences across multiple channels as part of a proactive and planned programme of communications activity, including staff emails, intranet copy, newsletters, blogs, features, social media content, news releases and articles.

Develop and maintain good relations with key internal and external stakeholders, ensuring we are engaging in a planned way. Build trust with Heads of Service and other key stakeholders across the authority to ensure that any projects requiring staff engagement are supported by a clear communications plan.

Support effective delivery of our regional brand, providing support to ensure the organisation presents itself in a professional and consistent manner, producing professional

reports, presentations, bids and briefings.

Develop and oversee website and intranet content – ensuring it is kept up-to-date and consistent with communications strategy and objectives.

Lead on physical and online events for staff and stakeholders.

Evaluate communications and marketing activities to ensure effectiveness and value for money, identifying opportunities to optimise performance and feeding insights back to stakeholders.

Strong analytical skills with the ability to create clear, informative performance reports drawing on data from a wide range of sources (e.g. Google Analytics, social media reporting)

Good knowledge of performance metrics across multiple channels.

As part of the wider Corporate Communications and Marketing team, work to increase the reach and raise the profile of the Combined Authority's activities externally, in line with overall Communications Strategy

## PERSON SPECIFICATION

### ESSENTIAL (MUST HAVE)

#### Qualifications and Knowledge

- Educated to degree level or equivalent
- Recognised professional qualification in PR, communications, or marketing or the equivalent level of knowledge gained through demonstrable experience in a directly related area of work

#### Experience

- Experience of leading internal communications campaigns in a complex and changing organisation.
- Experience of managing projects or a range of long term activities, working on own initiative to determine priorities and key outputs
- Successful record of delivering communications at in a complex organisation, with multiple stakeholders.
- Experience of planning and delivering innovative communications campaigns to meet corporate and business objectives, using multiple channels (traditional and social media).
- Experience of website and intranet management
- Proven experience of writing for a range of communications channels, including bids, speeches, news releases, articles, social media, web content, corporate publications and reports.
- Experience of planning and delivering integrated high-profile communications campaigns across a range of channels including print, digital, events and PR
- Proven experience of creating digital content and managing social media channels
- Experience of working with multiple external partners
- Experience of briefing external agencies and handling an internal sign-off process

#### Skills and competencies

- Excellent writing skills across a range of media; ability to make sense of complex information and present in plain English
- Ability to work creatively to produce engaging content for online and traditional channels
- Design, video and photography skills.
- Proven ability to use social media in a professional capacity as part of planned communications campaigns, targeting key stakeholder groups.
- Excellent communication and inter-personal skills; able to work confidently with internal and external stakeholders
- Ability to work well under pressure, and to tight deadlines.
- Proven ability to manage priorities and deliver results on time.
- Analytical and problem-solving skills.
- Team player.
- Well organised and able to manage own workload effectively to meet deadlines

- Excellent analytical and problem-solving skills.

#### **DESIRABLE**

- Experience of working in complex public/private sector environments with multiple stakeholders including local and central government and private sector organisations.
- Experience of working with print and broadcast media.

#### **REWARDS AND BENEFITS**

West of England Combined Authority staff receive:

- 25 days annual leave, rising to 30 after five years' continuous service, plus bank holidays, pro rata
- Auto-enrolment into the Avon Pension Fund
- Cycle to work scheme and secure bike parking
- Free eye tests for all display screen equipment (DSE) users
- Commuter Travel Club - WECA employees can sign up to receive discounted monthly bus tickets, unlimited bus travel for work or leisure within your chosen zone, automatic ticket renewal and price freeze for 12 months.