**Job Description**

**Job Title:** Communications and Media Manager – Together for Children

**Salary Grade:**  Grade 8

**SCP:** 37 - 41

**Job Family:** Organisational Support

**Job Profile:** OS 4

**Directorate:** Performance and Quality

**Job Ref No:**  50015748

**Work Environment:** Office

**Reports to:** Business Manager

**Number of Reports**: 1

**Hours:**  37 hours

Your normal place of work will be at the Civic Centre, Burdon Road, Sunderland, but you may be required to work at any Company recognised workplace.

**Purpose**

To lead and support the delivery of a high profile communication and engagement strategy to promote the company’s services and achievements to internal and external audiences.

To lead and deliver an effective media strategy and approach for the company.

**Key Responsibilities**

Plan, develop and deliver a Together for Children’s communication strategy,

Coordinate all proactive and reactive media work for the company, managing its reputation and promoting its achievements, including via online channels

Develop Together for Children’s approach to social marketing, media relations, social media and stakeholder communication. Maintaining and enhancing Together for Children’s reputation at all times.

Provide professional internal and external communication support to Together for Children to promote the successes of the company and effectively publicise the plans and services offered.

Work with a range of stakeholders to promote Together for Children’s successes through focused campaigns and activities.

Identify opportunities for positive PR and minimising negative coverage on both a proactive and reactive basis.

Develop a positive image of the company through the media, respond to media enquiries, write media releases and articles for publication. Ensure that up to date information is provided to all stakeholders and key audiences including the public and service users.

Provide strategic communications advice to internal and external stakeholders on appropriate messages, channels and timings.

Work across the full communications and marketing mix to plan, develop, implement and manage marketing and media strategies and campaigns that support delivery of the company’s functions, to effectively deliver key messages to target audiences. This will include PR, advertising, media, online and social media.

Establish excellent relationships with partners and develop strategic relationships with stakeholders and commissioned services to enable a proactive and holistic approach to communication and help to encourage the population to change behaviours.

Co-ordinate market research and employee/ service user focus groups to inform the development of messages and channels that are relevant to the audience.

Influence and persuade others to participate in wider campaigns and encourage an integrated, relevant and engaging approach to communications within the city.

Manage a budget to enable a proactive approach to planning and implementing communications plans and associated activity. Ability to manage own workload, prioritising requests where necessary (working with colleagues across the Company and the Council Communications Team and other partners across the city) and adhering to agreed deadlines to ensure a responsive and effective service.

Make decisions appropriate to the situation and deal with and solve problems in relation to communications and the communications plan.

Analyse and interpret information from a variety of sources including member or partner feedback, engagement surveys, anecdotal information through social media for instance to inform the continued development of channels and activity.

Have excellent project management skills to deliver multiple projects on time and within budget.

Undertake work independently, with discretion and using initiative, to work strategically with relevant organisations about any communications related plans or activity.

Deal with deadlines, interruptions and conflict demands on a daily basis and to meet timescales to ensure that work is delivered accurately and on time.

Contribute to the effectiveness of improvement activity by applying own knowledge and skills base, to support continuous improvement within the team and the wider service area.

Measure the impact and effectiveness of plans/ strategic / improvement activity by using a variety of quantitative and qualitative information and knowledge of the various methods that can be used (e.g. customer insights, businesses and partner feedback) to enable continuous improvement of SCC’s various communications channels and associated content. To develop the team and encourage effective development.

Use creative skills to develop new technology and processes when developing approaches to communicating messages and other topic or audience-related content.

Other duties and responsibilities allocated which are appropriate to the grade of this post.

The post will be based within Together for Children’s Performance and Quality Directorate.

The post will be required to work with council partners on joint media campaigns.

The post will report to the Service Manager – Business.

**Statutory Requirements**

In line with the Together for Children’s Statutory Requirements, all employees should:

Comply with the principles and requirements of the Data Protection Act 1998 in relation to the management of Together for Children Sunderland’s records and information, and respect the privacy of personal information held by Together for Children Sunderland;

Comply with the principles and requirements of the Freedom in Information Act 2000;

Comply with the Together for Children Sunderland’s information security standards, and requirements for the management and handling of information;

Use information only for authorised purposes.

**Author**: Sharon Clutton-Dowell

**Date**: June 2018