**Job Description**

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

**Salary Grade:**  Grade 8

**SCP:** 31 – 35

**Job Family:** Organisational Support

**Job Profile:** OS 4

**Directorate:** Performance and Quality

**Job Ref No:**

**Work Environment:** Office

**Reports to:** Business Manager

**Number of Reports**: None

**Hours:**  37 hours

1. **Purpose**

The purpose of this role is to be responsible for providing professional internal and external communication and media support to Together for Children to promote the successes of the company, publicise the services offered and manage the company’s reputation.

To ensure the effective delivery for TfC of company events that support promotion of the company and engagement with key stakeholders, children and young people and staff.

**B. Key Responsibilities**

1. To manage the delivery of a high quality communications function both internally and externally that effectively promotes Together for Children’s successes and effectively publicise the plans and services offered.
2. To manage the coordination of all proactive and reactive media work for the company, managing its reputation, promoting key achievements and identifying opportunities for positive media stories while minimising negative coverage on both a proactive and reactive basis.
3. To build and maintain internal and external networks with key stakeholders that will support the effective delivery of the company’s communication approach.
4. To 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 press, advertising, media, online and social media.
5. To be responsible for the ongoing development of the company’s external communications channels, including the TfC Website, Facebook, Twitter, LinkedIn and Instagram.
6. To be responsible for the supervision, training and development of the communications and events staff.
7. To ensure the effective delivery of event management on behalf of the company and working with managers as needed to ensure events are delivered on time, within budget and that meet expectations in terms of budget and outcomes. Setting, communicating and maintaining timelines and priorities on every project.
8. To be responsible for the management of design, content and production of all marketing materials.
9. To be responsible for ensuring that up to date information is provided to all stakeholders and key audiences including members, partners, staff, service users and the public via a range of methods, both internal and external.
10. To be responsible for preparing detailed media activity and update reports as required that identify the successes and reach of media and communications activity.
11. To be responsible for the effective management of the communications budget.
12. To effectively engage with and influence internal and external partners on relevant joint projects to generate new ideas and strategies.
13. Co-ordinate market research and employee/ service user focus groups to inform the development of messages and channels that are relevant to the audience.

**Statutory requirements:**

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

Comply with the principles and requirements of the General Data Protection Regulation (GDPR) in relation to the management of Together for Children Sunderland’s records and information. 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;

Undertake the duties of the post in accordance with the Company’s Equal Opportunities Policy, Health and Safety Policy and legislative requirements and all other Company policies

**Person Specification**

**Job Title:**

**Role Profile reference:**

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| **Essential Requirements** | Application Form |
| * Hons Degree or relevant Professional Qualification in a communication/ and or marketing role |
| **Experience** | Application Form/Interview |
| * A minimum of 2 years’ experience in a similar role. * Proven experience creating targeted content is advantageous. * Strong knowledge of communication practices and techniques. * Outstanding written and verbal communication skills. |
| **Knowledge and Understanding** | Application Form/Interview |
| * Social media * Marketing and planning |
| **Skills** | Application Form/Interview |
| * Demonstrate the abiliity to quickly build and maintain internal and external networks that support the effective delivery of this role. * Demonstrate effective verbal and written communication skills. * Demonstrate effective listening skills in order to assess requirements in order to respond appropriately and efficiently. * PC Skills; Able to effectively use a PC to prepare documents, record information or input data, PowerPoint. * Introducing new ways of working, particularly adopting innovative and flexible methods * Making effective decisions which balance competing objectives and resources. * Managing budgets effectively. * Project Management experience. * knowledge and experience of various marketing methods and online/digital communications. * Management of various marketing campaigns * Social marketing. * Influence and persuade others to participate in wider campaigns and encourage an integrated, relevant and engaging approach to communications within the city. * Effectively engage with and influence senior managers and stakeholders; having the confidence to challenge and stand ground when needed, and able to deal with challenge. * Excellent organizational and leadership abilities. * Be a strategic thinker with the ability to see the bigger picture, analyse situations, suggest creative solutions and develop strategies that are aligned with Together for Children’s objectives. |
| **Ability to** | Application Form/Interview |
| * Able to meet the travel requirements of the post * Able to work outside of normal working hours to meet the needs of the service. * Able to delight customers, delivery high quality services to meet needs and exceed expectations. * Able to seek and consider the views of others in setting and deciding plans, activities and progress. * Able to work at a face pace, coping well with higher levels of workload. * Able to be creative in working through problems and making decisions. * Able to influence and persuade. |
| **Commitment to Equal Opportunities** | Application Form |
| **Behaviours and Values** | Application Form/Interview |
| * Able to always to act in accordance with TfC Company values:   + Child centred   + Transparent   + Respectful   + Creative * To remain calm, composed, resourceful and professional in the face of challenge * Demonstrate resilience in the face of competing priorities |

1. **Additional Information/Other Requirements**

**Please specify any other relevant information / key facts / requirements not included in the profile:**

1. Other duties and responsibilities allocated which are appropriate to the grade of this post.
2. The post will be based within Together for Children’s Corporate and Commercial Directorate.
3. The post will be required to work with council partners on joint media campaigns.
4. The post will report to the Service Manager, Legal and Business.
5. **Statutory Requirements**

**In line with the Council’s Statutory Requirements, all employees of the Council should:**

Comply with the principles and requirements of the Data Protection Act 1998 in relation to the management of Council records and information, and respect the privacy of personal information held by the Council; Comply with the principles and requirements of the Freedom in Information Act 2000; Comply with the Council's information security standards, and requirements for the management and handling of information; Use Council information only for authorised purposes.

**December 2019**