

# **Senior Communication and Engagement Officer (Active Travel - Transport North East) Grade J**

**Group:** Office of the Chief Executive

**Location:** Civic Centre

**Service:** Communications

**Line Manager:** Team Leader – Office of the Chief Executive

**Car User Status:** Casual

**Contract:** 12 month fixed-term

## **Purpose**

To deliver the Active Travel marketing campaign to encourage the use of the region's cycling and walking infrastructure. The postholder will be required to plan and coordinate communications activity and manage suppliers to initiate, develop and carry out a range of activities to deliver three projects:

- Development of a suite of active travel itineraries for days out by active travel across the North East, supported by social and radio advertising and blogger engagement;
- Creation of maps of the North East cycling and walking network which show people how they can plan enjoyable active travel journeys around the region;
- A summer campaign of regional cycling road show events and interactive workshops which will show people that cycling is fun and enjoyable and boost confidence.

## **The key responsibilities of this post will include:**

1. Create and deliver marketing, public relations (PR) and social media activity to promote active travel, working with stakeholders and ensuring evaluation reports are provided on activity
2. Develop a content plan to increase public engagement with the marketing campaign including providing well written and engaging content across digital channels including inputting into a new active travel section of the Transport North East website and social media platforms
3. Procure an event supplier and manage the contract to ensure road show events and workshops are well organised and co-ordinated and delivered on time and to budget
4. Provide strategic marketing advice and PR guidance to project leads, senior officers and stakeholders where required

5. Work with TNE Communications and Marketing Specialist to develop a customer facing brand for the campaign
6. Develop a plan for blogger engagement, working with regional family and lifestyle bloggers to promote active travel journeys – encouraging use of regional maps and itineraries produced as part of this project
7. Develop strong working relationships with key partners such as North East Heads of Transport, North East Local Enterprise Partnership, local tourism organisations and local businesses to strengthen communications reach and activity.
8. Develop strong working relationship with Transport North East's retained digital/design supplier and work with them to produce a dedicated active travel section on the Transport North East website.
9. Plan and manage Active Travel marketing budget for the three projects.
10. Such other responsibilities allocated which are appropriate to the grade of this post.

## Essential

### Knowledge of:

- Excellent working knowledge of marketing and PR strategy
- Current developments in communications

### Qualifications:

- Hold an appropriate degree, and hold or be working towards a recognised equivalent communication qualification e.g. CIM, CAM, CIPR

### Experience of:

- Working on strategic marketing / PR campaigns with measure outcomes
- Creative copy-writing
- Rewriting complex language using Plain English guidelines
- Planning and managing event activity to stringent deadlines and budget
- Project planning and evaluation activity using benchmarking and best practice to show measured outcomes
- Experience using key social media platforms and tools and managing websites
- Providing good customer service

## Desirable

### Knowledge of:

- Key business sectors – transport, tourism
- Working in or with large complex organisations and partnerships

### Qualifications:

- Demonstrate CPD within communications, marketing and business skills

### Experience of:

- Managing and delivering communication projects across multiple communication channels
- Working in local / public sector organisations
- Delivering innovative and cost-effective communications solutions
- Experience of working within a political environment.
- Project management, including managing contracts with suppliers.
- Experience of working with bloggers to promote activities.
- Organising and promoting public events
- Experience of managing budgets.