



## JOB DESCRIPTION

<b>JOB TITLE:</b>	Communications & PR Specialist
<b>GRADE:</b>	Band 11 (SCP34-37)
<b>BASE:</b>	Northern Design Centre, Abbots Hill, Baltic Business Quarter, Gateshead, NE8 3DF
<b>MANAGED BY:</b>	Economic Development & Policy Manager

### 1.SUMMARY OF POST

- a. To plan, develop and deliver the Collaborative Procurement Communications Strategy that supports the corporate objectives of the NEPO 2025 Strategy.
- b. To advise and support the NEPO Senior Management Team on all communication matters, helping build and enhance the North East's reputation for collaborative procurement.
- c. To lead and manage communication activity across NEPO and drive good communication practices throughout the NEPO team.
- d. Through an outsourced agreement, manage NEPO's public relations activity.
- e. Where appropriate, provide communications expertise, guidance and support to NEPO suppliers and delivery partners to ensure joined-up communications of NEPO solutions.

## 2.JOB PURPOSE

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

- 2.1 Plan, develop and deliver the Collaborative Procurement Communications Strategy and annual Communication Plans to support the strategic direction of NEPO and the delivery of its objectives – considering the evolving wider local and national landscape.
- 2.2 Demonstrate good professional standards and have a strong knowledge of communication practices, technique and continuously improve skills and professional knowledge to drive innovation and creativity across communications output.
- 2.3 Build and maintain relationships with communications teams in NEPO Member Authorities, key stakeholders, suppliers and other public sector organisations to ensure a high confidence in NEPO communications.
- 2.4 Provide an effective and influential media engagement function including responding to enquiries and issues; providing input to Freedom of Information requests; responding to consultations; and proactive generation of coverage in line with individual campaigns and the Communications Plans.
- 2.5 Maximise stakeholder engagement enhancing the reputation and brand of NEPO, supporting the delivery of the overarching Collaborative Procurement Strategy.
- 2.6 Develop and lead NEPO's digital strategy including responsibility for the NEPO website, social media, search-engine optimisation and monitoring of analytics to drive performance improvement.
- 2.7 Produce high-quality reports for NEPO governance and relevant stakeholders co-ordinating reporting cycles and inputs from a wide variety of sources to a consistent standard including leading on the final development of the Collaborative Procurement Performance Management Report.
- 2.8 Identify and lead on opportunities to raise the profile of collaborative procurement through a variety of approaches including national award entries and industry publications.

- 2.9 Develop targeted communication campaigns utilising spend data and market insight to increase engagement and maximise income generation, including marketing NEPO associate membership across the wider public sector.
- 2.10 As and when required, commission and contract manage creative agencies including website developers and design/branding teams.
- 2.11 Through an outsourced agreement, contract manage external Public Relations resource to increase exposure via appropriate trade, local and national media.
- 2.12 Develop and deliver communications that maximise opportunities for local suppliers to engage with public sector procurement and provide guidance to promote the delivery of positive social value outcomes.
- 2.13 Monitor and share legislative changes, industry trends and issues to ensure that communications output is timely, relevant and appropriate.
- 2.14 Manage and monitor the communication and marketing budget.
- 2.15 Demonstrate high professional standards, lead by example and represent NEPO in a positive and professional manner, to ensure that corporate policies and procedures are consistently adhered to.

### **Personal Disposition and Management**

- 2.16 To be responsible for the day-to-day performance management, supervision, and attendance management of staff. Leading by example, motivate and mentor staff to ensure that they are equipped with the knowledge and skills needed to successfully deliver their role.
- 2.17 To use the performance management framework to drive improvements in both organisational and category performance. Ensure accurate performance data is submitted within agreed timescales.
- 2.18 As a member of the Management Team, demonstrate high professional standards, represent NEPO in a positive and professional manner whilst contributing to the continuous progress and development of NEPO.
- 2.19 To build a broad and professional network at a regional and national level, to increase the influence that can be exerted on matters that concern of NEPO and Member Authorities. Ensure that the region speaks with one cohesive voice and remains at the forefront of local and national agendas.

- 2.20 Using persuasion and influencing skills, work with stakeholders from multiple organisations with different priorities and practice, to remove barriers, resolve conflict and reach a consensus on collaborative outcomes.
- 2.21 To write clear and complete communications, adapting to a wide range of audiences to seek advice, scrutiny and strategic direction from the entire NEPO governance structure as appropriate.
- 2.22 Ensure that the organisations policies and procedures are consistently adhered to and proactively feedback to ensure continuous development.
- 2.23 Where required, contribute to the organisation's NEPO's stakeholder engagement and keep abreast of developments which will enable Member Authorities to make the best use of collaborative effort as well as encourage suppliers, and potential suppliers to access opportunities.
- 2.24 Foster close and effective relationships with colleagues and customers to deliver mutual benefits as part of a regional collaborative team.
- 2.25 To lead recruitment and selection of staff. To ensure new staff are inducted into the organisation and become productive in a timely manner.
- 2.26 As well as your own health, safety and welfare ensure that staff perform their duties with due regard to the organisation's health & safety policy and procedures.
- 2.27 Take personal responsibility for continued personal and professional development and contributing to the learning and growth of NEPO.
- 2.28 Carry out other duties, engage in development activities and promote the benefits and strategy of NEPO and its service as required and such other responsibilities allocated appropriately to the grade of the post.

### 3.PERSON SPECIFICATION

Criteria	Essential	Desirable	How this is identified
Essential knowledge	Devising communications for a	Tools for improving stakeholder management.	Application and interview

Criteria	Essential	Desirable	How this is identified
	<p>wide variety of stakeholders.</p> <p>Social media tools and techniques.</p> <p>Managing complex budgets.</p> <p>Governance arrangements in a public sector setting.</p> <p>Local and national agendas</p> <p>Excellent verbal and written skills.</p> <p>Excellent ICT skills including but not limited to website development skills</p> <p>Devising and implementing policies and processes within a partnership-based organisation.</p>	<p>Public sector procurement policies</p>	
Qualifications	Degree or equivalent.	<p>Professional qualification in related subject e.g. Public Policy, Communications Marketing.</p> <p>Prince II or equivalent</p>	Application and interview
Experience	Devising communications and marketing strategies to ensure all stakeholders feel engaged.	<p>Providing support and advice across a wide range of stakeholders.</p> <p>Working in a collaborative environment.</p>	Application and interview

Criteria	Essential	Desirable	How this is identified
	<p>Leading effective communication campaigns</p> <p>Analysing and communicating complex information succinctly and clearly.</p> <p>Good analysis and business management expertise in a public sector environment.</p> <p>Highly motivated, able to operate independently, being proactive and not settling for the status quo.</p> <p>Making connections between different activities to ensure performance is credible and consistent.</p> <p>Drafting policies and procedures for use by a variety of stakeholders.</p> <p>Working with minimum supervision and able to manage and tackle competing priorities.</p> <p>A team player with good interpersonal skills, able to influence stakeholders at all levels.</p> <p>Maximising commercial opportunities and thinking of new ways of working.</p>	<p>Engaging with local supply chains and SMEs</p>	