

**North of Tyne Combined Authority
Job Description**

Post title: Communication, Engagement & Events Officer
A5023

Responsible to: Head of Communications & Engagement

Responsible for: N/A

Evaluation: 500 Points **Grade: N6**

Job purpose: To collaborate across the organisation to ensure specific support for major projects and programmes that require specialist marketing, engagement and event advice and activity.

Main Duties: The following is typical of the duties the postholder will be expected to perform. It is not necessarily exhaustive and other duties of a similar nature and level may be required from time to time.

1. Lead on the development of marketing and event activity for the Combined Authority's projects and programmes, ensuring compliance with the organisation's brand guidelines.
2. Lead in delivering the Combined Authority's accreditation scheme events programme for members and wider regional employers, both online and in person to support members to develop, share knowledge and connect with others.
3. Develop and review policy and procedure in relation to good practice for the delivery of events, communication and engagement activities.
4. Act as first point of contact for colleagues and key partners, providing high-quality advice and guidance in relation to communications, marketing and engagement activities.
5. Lead in the development and maintenance of web resources to enable the authority to connect with new and existing audiences.

6. Create, develop and maintain new and existing communication channels e.g., including growing optimisation of the authority's social media channels, generating new content both through internal resources and also working with third party service providers.
7. Identify opportunities for press and media coverage, including opportunities for Mayoral involvement.
8. Use data collection methods to measure and evaluate the success of digital channels and other such campaigns.
9. Undertake market research to support the future strategic development of projects and programmes.
10. Assist in procurement activities to source external communications, marketing and events services, providing data as required to inform the budget holder.
11. Assist combined authority colleagues in attendance at events.
12. Assist with general administration including tracking and accounting for expenditure in key activity areas for e.g. delivery of events and communication programmes, informing the budget holder as necessary.
13. Promote and implement the Combined Authority's Equality and Diversity Policy in all aspects of employment and service delivery.