

Job Description

Post title	Communications, Engagement and Events Officer
Grade	N6
Directorate	Operations
Team	Communications
Reporting to	Marketing and Communications Manager
Responsible for	N/A

Job Purpose

To collaborate across the organisation to provide specific support for major projects and programmes that require communications, marketing, engagement and event activity.

Duties and responsibilities

Listed below are the responsibilities this role will be primarily responsible for:

- Deliver communications, marketing and event activity for the Mayoral Strategic Authority's projects and programmes, ensuring compliance with the organisation's brand guidelines.
- Create and provide compelling content across digital, media and event channels to profile the work and impact of the MSA.
- Act as a point of contact for colleagues and partners, providing advice and guidance in relation to communications, marketing and engagement activities.
- Develop and review plans and procedure ensuring good practice for the delivery of events, communication and engagement activities.
- Develop and maintain web resources to enable the Authority to connect with new and existing audiences providing two-way communication opportunities.

- 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 by working with third party service providers.
- Identify opportunities for press and media coverage, including opportunities for Mayoral and Cabinet involvement.
- Use data collection methods to measure and evaluate the success of digital channels and other such campaigns.
- Commission market research to support the future development of projects and programmes.
- Assist in procurement activities to source external communications, marketing and events services, providing data as required to inform the budget holder.
- Assist MSA colleagues, external partners and the Mayor and Cabinet members in attendance at events, providing an interface with media representatives.
- 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.
- Promote and implement the MSA's equal opportunities policies in all aspects of employment and service delivery.

Organisational responsibilities

- **Communication**

We communicate effectively with our peers, partners and local authorities and work collaboratively to provide the best possible outcomes. Communication between teams, services and partner organisations is imperative in providing the best possible service to the region.

- **Confidentiality**

All members of staff are required to undertake that they will not divulge to anyone personal and/or confidential information to which they may have access during the course of their work.

All members of staff must be aware that they have explicit responsibility for the confidentiality and security of information received and imported in the course of work and in using organisation information assets.

- **Health, Safety and Wellbeing**

We take responsibility for health, safety and wellbeing in accordance with the North East MSA Health and Safety policy and procedures.

- **Performance Management**

We promote a culture whereby performance management is ingrained, and the highest of standards and performance are achieved by all. You will contribute to the organisation's appraisal processes to ensure continuous learning and improvement and to increase organisational performance.

All members of staff will receive appraisals, and it is the responsibility of each member of staff to follow guidance on the appraisal process.

The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by their manager.

Values and Behaviours

Our values and behaviours are the things that are important to us, individually and as a team. They articulate the way we want to conduct ourselves. Combined, they work together to make us who we are, and we use them to anchor all that we do. The North East MSA values are:

- Strive for brilliance.
- One team.
- Drive sustainability.
- Make it happen.
- Be inclusive.

Equalities and Diversity

We are committed to creating a fairer North East where everyone can thrive with aspirational jobs, new skills, and better homes. All employees are responsible for taking proactive steps to eliminate discrimination, advance equal opportunities and foster good relationships in every aspect of their work.

Special requirements of post

- **DBS**

This post is not subject to a disclosure.

- **Politically restricted**

The North East MSA has designated that this post is not politically restricted in accordance with the requirement of section 1(5) of the Local Government and Housing Act 1989 and by regulations made from time to time by the Secretary of State.

Person specification

Job Title: Communication, Engagement and Events Officer

The following criteria will be used to shortlist at the application stage and will be further explored at the interview stage.

	Essential	Desirable
Qualifications	• A relevant qualification in the communications and marketing fields, or experience of working within these fields. • Evidence of continuous professional development in communications, marketing or engagement.	•
Experience	• Experience in developing and delivering successful communication across a range of platforms, including digital, media and social media, and face-to-face. • Experience in engaging with diverse communities and stakeholders to build relationships and gather insights. • Experience in managing social media accounts, creating content, and monitoring engagement metrics. • A track record of working effectively with a team to deliver results.	• Experience in planning, coordinating, and delivering events to a high standard, ensuring positive audience engagement. • Experience in managing external suppliers or partners.
Skills and Knowledge	• Excellent verbal and written communication skills, with the ability to produce clear, accurate, compelling and audience-appropriate content. • Strong time management skills, including the ability to manage multiple priorities and deadlines effectively. • Proficiency in digital tools, such as content management systems (CMS), social media platforms and common film and photography tools. • Knowledge of best practice in communications and event management, including accessibility and inclusivity considerations. • Ability to analyse data to evaluate the effectiveness of communication activities.	• Proficiency in using wider communications tools, such as email marketing software, presentation and graphic design tools (e.g. Canva, Adobe Creative Suite).

	• Understanding of GDPR and data protection regulations as they apply to communication and engagement activities.	
Personal Qualities	• High level of integrity and professionalism. • Adaptability and willingness to embrace change. • Proactive and results-orientated approach. • Committed to the principles of inclusion, diversity and equality.	