

Job Description

Post title	Communications and Marketing Manager (Business Growth)
Grade	N11
Directorate	Operations
Team	Communications
Reporting to	Head of Public Relations
Responsible for	Employees as allocated

Job Purpose

To lead in the long-term planning and delivery of strategic marketing and communications campaigns, leading the procurement of external services, managing budgets and reporting on impact. To manage a development plan and actively coach junior team members.

Duties and responsibilities

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

- Plan, implement and evaluate strategic communications and marketing campaigns to support key delivery aims set out in the Corporate Business Plan, using recognised research and measurement tools.
- Lead engagement with colleagues of all levels across the Authority's delivery areas to identify areas where communications and marketing campaigns will increase or enhance the impact of delivery in the short, medium and long term, providing proposed solutions for them.
- Develop budgets, manage them directly and account for expenditure in the delivery of individual campaigns, ensuring value for money through an appropriate mix of internal and external resource.
- Lead and manage the procurement of communications and marketing services, monitoring, and consultancy to meet the needs of campaigns and the department.

- Manage the delivery of campaigns and projects across the communications team, co-ordinating the activities and skillsets of multiple colleagues across the PESO toolkit and ensuring deadlines are met to appropriate quality standards.
- Manage our long-term relationships with external communications partners to the Authority in the public, private and voluntary sectors to add value to our own work and theirs, ensuring there are robust protocols and that these are observed and reviewed regularly.
- Manage, develop and continually review an archive of film, photography and other content assets which reflect the aims of the Authority and a positive and diverse image of the region.
- Work with Head of PR to lead for the Authority, when required, in responding to sensitive media and social media issues, ensuring we are open and honest in protecting the reputation of the authority.
- Working with Head of PR, lead the Communications team when required in crisis communications, providing briefings to executive officers and partner organisations, and preparing the Mayor and cabinet for media appearances.
- Lead the continuous professional development of junior communications colleagues through line management, a plan for each individual and active coaching and mentoring.
- Support with the development and implementation of Authority consultation programmes ensuring reach and engagement with diverse target audiences.
- Promote and implement the Combined Authority's equal opportunities policies in all aspects of employment and service delivery, ensuring communications, events and consultation events in which the team is involved are accessible and inclusive.

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 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:

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 degree qualification or equivalent professional experience. • A record of continued professional development in communications, marketing or a related field.	• A degree in a communications, marketing, business or humanities discipline. • Professional membership or accreditation from a recognised body (e.g., CIPR, CIM)
Experience	• Significant experience in leading the delivery of communications campaigns through a team of people and/or partner organisations. • Significant experience in planning and implementing long-term and strategic communications or marketing campaigns across multiple platforms. • Demonstrable experience in media relations, including drafting press releases and quotes, responding to media inquiries, and managing relationships with journalists and media outlets. • Experience in managing and accounting for budgets and ensuring value for money in the procurement of communication activities. • Experience in creating and implementing a plan for evaluating our marketing and communications outputs, how they are delivering against our strategic goals, and make suggestion for improvements based on this data.	• Experience in delivering positive results through internal communications and engagement activity. • Experience in engaging and influencing stakeholders at all levels, including senior leaders and external partners. • Demonstrable experience in managing high-profile communications, including crisis and reputation management.
	• Strong long-term and strategic planning skills, shown by evidence you have managed campaign delivery or a communications/marketing strategy over a	• Knowledge of branding principles and experience in maintaining brand

Skills and Knowledge	sustained period, including the ability to evaluate activity and report on its impact. • Expertise in procuring and managing suppliers, including agencies, to deliver a campaign to contractual targets. • Strong understanding of traditional and digital media and marketing landscapes and practices, including familiarity with PESO and AMEC models. • Excellent written and verbal communication skills with the ability to create and edit, clear, concise, accurate and engaging content from complex source information, tailored to diverse audiences. • Demonstrable expertise in delivering and managing the integrated delivery of content for a range of platforms, such as social media, websites, newsletters, and corporate reports. • Familiarity with legislative and regulatory requirements related to communications, including GDPR and accessibility standards.	consistency across all communications. • Proficiency in using or managing wider communications tools, such as email marketing software, analytical tools and presentation and graphic design tools (e.g. Canva, Adobe Creative Suite).
Personal Qualities	• Ability to lead and inspire others with integrity and professionalism. • Ability to work and make decisions under pressure for sustained periods. • Proactive, and results-orientated and embracing change in their approach. • Committed to the principles of equality and diversity.	
Additional Requirements		