|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Profile Title:** | SCR Press and Communications Officer |  | | | | | |
| **Reports to:** | SCR Press and Communications Manager |
| **Employee Management:** | None | **Grade:** | 9 | **Profile Ref:** | 98162 | | |
| **Purpose of the Post** | | | | | | | |
| To work with SCR Executive Managing Director, LEP Chair and Board Members, internal policy and business units, Chair of the SCR CA, Leaders, partners and key stakeholders to plan, manage and deliver all internal and external communication and media activity, nationally and internationally, with the overall aims of improving the SCR CA and LEPs national and international profile and reputation with our stakeholders, particularly national Government departments, senior ministers and Whitehall officials, Councillors and businesses. | | | | | | | |
| **Responsibilities** | | | | | | | |
| * Develop and contribute to the communications strategy, to include creative and innovative communication campaigns in line with the team’s objectives. | | | | | | | |
| * Lead on the planning, management and development of a complex communication programme, making adjustments to working practices to ensure continuous improvement in service delivery. | | | | | | | |
| * Implement the communications plan of the SCR LEP and CA, undertaking proactive communications campaigns involving the planning, delivery and / or commissioning of communication campaigns or tactical communications in order to deliver a specific and measurable objective. | | | | | | | |
| * Assist with the management of communications, challenging practice, driving and encouraging innovation to ensure continuous service improvement. | | | | | | | |
| * Provide strategic advice, guidance and information in relation to communications including advising on communication approaches, programmes and tools relevant to their desired objectives and outcomes, including brand guidelines, copywriting, presentations, media responses, media interviews, advertising, direct mail, social media, web content management, stakeholder mapping, customer identification and consultation. | | | | | | | |
| * Ensure all communications activity is customer focused and linked to strategic priorities, with commercial acumen applied in terms of measuring results and return on investment. | | | | | | | |
| * Lead organisational communication including updating all web site content, leading social media presence for local, national and international markets. | | | | | | | |
| * Lead the procurement and commissioning of specialist service, such as web design, photography, copywriting, for example, to support the delivery of specific projects or programmes to deliver the SEP. | | | | | | | |
| * Provide strategic advice, guidance and information in relation to communications and marketing activities. | | | | | | | |
| * Effectively manage elements of the SCR Executive Team communications budget. | | | | | | | |
| * Develop and maintain relationships with the SCR CA Chair, LEP Board Chair, SCR CA Managing Director, Local Authority Chief Executives and LA and a range of internal and external stakeholders and other stakeholders communications teams, tin order to use networks as an enabler to maximise the profile of the SCR nationally and internationally. | | | | | | | |
| * Keep abreast of professional and public sector developments which have implications for policy and operational delivery and present threats or opportunities for the SCR communications activity. | | | | | | | |
| * Manage all internal staff communications including developing and updating intranet and internal briefings. | | | | | | | |
| * If required, manage a team (directly, on a matrix and consultancy basis) of professionals providing direction and coordination of workloads, support and guidance dealing with recruitment, motivation, training, welfare, performance management. | | | | | | | |
| * Undertake any other duties commensurate with the role as requested by management. | | | | | | | |
| **Education and Training** | | | | | | **Measure** | **Rank** |
| * Degree or equivalent level qualification in a communications discipline such as journalism or media studies. | | | | | | A/C | E |
| * Postgraduate diploma qualification in a relevant discipline. | | | | | | A/C | D |
| * Commitment to continued professional development. | | | | | | A/I | E |
| * Postgraduate or other equivalent management or leadership qualification. | | | | | | A/C | D |
| **Relevant Experience** | | | | | | **Measure** | **Rank** |
| * Proven track record of striving for continual improvement in a communications role. | | | | | | A/I | E |
| * Significant experience of working within a multi-disciplinary organisation in a communications role. | | | | | | A/I | E |
| * Experience of working with and providing professional advice and guidance to managers at all levels of seniority. | | | | | | A/I | E |
| * Experience of leading on consultation and engagement with community, partners and other agencies. | | | | | | A/I | E |
| * Experience of commissioning services from providers such as graphics, copywriting and PR support. | | | | | | A/I | E |
| * Experience of managing projects. | | | | | | A/I | E |
| * Experience managing a team of communications and marketing professionals. | | | | | | A/I | E |
| * Experience of managing complex budgets involving a range of funding streams and partners. | | | | | | A/I | E |
| **General and Special Knowledge** | | | | | | **Measure** | **Rank** |
| * Substantial knowledge through learning, experience and practice of communications and media management and policy planning. | | | | | | A/I | E |
| * Knowledge and understanding of equality and diversity and its relevance to the communications function. | | | | | | A/I | E |
| * Knowledge of strategic development processes as well as the ability to lead and manage them. | | | | | | A/I | E |
| * Knowledge and understanding of the role of all forms of modern technology meeting the business needs of the organisation. | | | | | | A/I | E |
| * Knowledge of the SCR CA and LEP relationships with external organisations; | | | | | | A/I | E |
| * Knowledge and understanding of large scale services. | | | | | | A/I | E |
| **Skills and Abilities** | | | | | | **Measure** | **Rank** |
| * Excellent communication, negotiation and interpersonal skills with the ability to deal with a variety of internal and external stakeholders. | | | | | | A/I | E |
| * Able to work in a political context and command the confidence of all key stakeholders including Elected Members, Senior Managers, Government departments, Whitehall Ministers, partners, other organisations and the community. | | | | | | A/I | E |
| * Strong organisation and time management skills with the ability to work under pressure, being self-motivated and able to use own initiative under minimal supervision. | | | | | | A/I | E |
| * Ability to produce and deliver quality documentation and copy including reports, ensuring they are suitable for particular audiences. | | | | | | A/I | E |
| * Skilled in carrying out research and developing strategies, policies and procedures. | | | | | | A/I | E |
| * Ability to drive and improve communications activity through a proactive, energetic, tenacious approach. | | | | | | A/I | E |
| * Effective customer care skills, including how to understand, deliver and manage customer expectations. | | | | | | A/I | E |
| * Negotiation and influencing skills to ensure guidelines, policies and protocols and procedures are adhered to, in order to avoid reputational risk to the organisation. | | | | | | A/I | E |
| **Additional Requirements** | | | | | | **Measure** | **Rank** |
| * Willing to work flexibly in accordance with policies and procedures to meet the operational needs of the SCR teams and Boards | | | | | | A/I | E |
| * Willing to operate an on-call system to cover key events of SCR significance. | | | | | | A/I | E |
| * Willing to undertake training and continuous professional development in connection with the post | | | | | | A/I | E |
| * Work in accordance with the SCR CA's values and behaviours | | | | | | I | E |
| * Able to undertake any travel in connection with the post | | | | | | A/I | E |