



ROLE DESCRIPTION

Job Title	Marketing and Communications Officer
Salary Band	SCP 27-32
Reporting to	Corporate Communications Manager
Directorate	Strategic Communications & Public Affairs
Service Area and sub area	Communications & Marketing
Team	Communications & Marketing
Political Restriction	No

1. Primary Purpose of the Post
<p>You will play a key role in delivering the marketing and communications programme by coordinating a range of activities essential to the effective running of the operation.</p> <p>You will provide specialist support across a range of activities including events, data curation and management, project and team coordination, supporting key governance and assurance systems, reporting and monitoring, specialist procurement and budget management, and stakeholder management.</p>
2. Your responsibilities
<ul style="list-style-type: none">• To coordinate and support the management of events together with the Events Team• To curate and manage data for a range of databases and systems that support the work of the team, including media evaluation, stakeholder intelligence and email systems.• To coordinate project teams and team collaboration across a range of activities to support the Mayor, ELT and the CA's reputation.• To work with managers to coordinate key governance, risk management, budgeting and assurance systems for the Service.• To work closely and collaboratively with colleagues within the Communications and Marketing teams and colleagues across the organisation who are involved in marketing and communications work. This will include leading on some projects as required.



- To prepare regular evaluation reports to agreed formats, providing performance management information, insight and supporting early intervention to ensure projects are on track.
- To support the procurement of specialist suppliers of marketing and communications services, including significant tenders of higher value (major exhibitions, advertising contracts), ensuring full compliance with LCRCA procurement.
- To support budget management for projects and the wider Service and provide performance management information to support the Service's needs..
- To coordinate stakeholder management for the Service. To act as the primary contact point for high level stakeholders and to work closely with the Mayor and CEO's offices to ensure LCRCA's corporate objectives are advanced and positive stakeholder relations are maintained.

3. General Corporate Responsibilities

- Support the implementation of our Corporate Plan and wider strategic priorities.
- Promote understanding of and adherence to the Combined Authority's core values by modelling appropriate behaviours and encouraging others to do likewise.
- Promote and encourage continued improvement in service quality and efficiency.
- Participate in all aspects of training and development as directed to improve personal skills, effectiveness and efficiency of service delivery.
- To actively support the Combined Authority's commitment to Equality, Diversity and Inclusion and to promote non-discriminatory practices in all aspects of work undertaken.

4. Recruitment Plan

Competency Based Interview
Assessment

PERSON SPECIFICATION

Job Title: Marketing and Communications Officer

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Relevant qualification (minimum A-Level) in subject/s that require developed abilities in writing and analysis.	E	A
A degree or equivalent, or professional qualification in a communications-related discipline.	E	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Experience of working in a busy, results-focused marketing, communications, PR or events environment.	E	A, I
A track record of delivering high quality coordination and support for marketing, communications and related Services or projects	E	A, I
Experience of coordinating databses and systems that support marketing and communications operations	E	A, I
Experience of coordinating governance and assurance systems.	E	A, I
Experience preparing monitoring and evaluation reports.	E	A, I
Experience of procuring specialist markting and communications services.	E	A, I
Experience of budget management	D	A, I
Experience of stakeholder management	D	A, I

Skills and abilities	E = Essential D = Desirable	Identified By
Energetic and organised, skilled in coordinating and supporting multiple work streams	E	A, I
Ability to curate and manage data and key marketing and communications systems	E	A, I
Ability to procure specialist marketing and communications services	E	A, I, T
Ability to map and coordinate engagement with stakeholders	E	A, I, T



Ability to work quickly and accurately to tight deadlines.	E	A, I, T
Ability to deal with confidential/sensitive material.	E	A, I
Ability to produce monitoring and evaluation reports	E	A, I
Ability to coordinate governance and assurance systems	D	A, I

Personal Attributes	E = Essential D = Desirable	Identified By
Proactive, organised and driven to succeed.	E	A, I
Flexible, with the ability to work on a range of projects concurrently.	E	A, I
Ability to work alone and unsupervised when required.	E	A, I
Great interpersonal and communication skills – able to engage and influence at all levels and in all roles to enable Serve delivery.	E	A, I

Core Behavioural Competencies	E = Essential D = Desirable	Identified By
Thrives working as part of a team.	D	A, I
Commitment to self-development	D	A, I

Key to Assessment Methods:

KO – Knockout question	A - Application	P – Presentation	T - Test
FQ – Filter Question	I – Interview	E – Exercise	AC – Assessment