

Job Description

Job Title: Media and external affairs manager

Grade: P2

Overall purpose of the job

The aim of the role will be to boost the profile of the Greater Cambridge Partnership (GCP) by working closely with colleagues to develop stories to provide compelling content for national, local and trade media and for our own GCP communication channels.

The post holder will lead and be responsible for the development, implementation and evaluation of an effective stakeholder relations programme.

The manager will work collaboratively across GCP supporting the head of communications to ensure delivery of a broad range of strategic objectives and outcomes.

The role will work as part of a team to:

- Drive innovation, creative thinking and alternative ways of delivering outcomes in line with delivering the GCP's vision
- Manage resources within agreed procedures and budgets

Main accountabilities

Please list the accountabilities in descending order of priority. Please include 6-9 accountabilities.

	Main accountabilities
1.	<p>External communications</p> <p>Working with the projects communications team, lead media communications on the array of projects and schemes to be delivered by GCP.</p> <p>Produce an external media strategy and forward plan in order to support, promote and complement the GCP communications and engagement strategies.</p> <p>Ensure that the purpose and benefits of GCP's programme are known and understood, including how these complement and fit with the wider policy context.</p> <p>Develop and lead a newsdesk function which finds opportunities and can react to stories via a variety of channels. This can then deal with media enquiries – Receiving, recording, researching and in liaison with officer and members responding to local, regional, national and trade media enquiries on behalf of the GCP</p> <p>Monitoring, horizon-scanning and preparing for reputational challenges across all channels – media, social media etc – in close consultation with the GCP Head of Communications.</p> <p>Manage events in respect of external and internal stakeholders including press conferences, briefings, panels and stakeholder events.</p> <p>Seek support and promotion of GCP's media work from partners and key stakeholders to maximise promotion and publicity opportunities.</p>
2.	Leadership and management

	<p>Using advocacy and influencing skills to enable a benefit led proactive comms approach for the organisation, to include the development and deployment of more efficient, more productive, audience focused communications in line with best practice in the sector.</p> <p>Prioritise, plan and allocate resources for the delivery of key campaigns and engagement strategies.</p> <p>Maintain editorial oversight of GCP external communications, assisting the team to create innovative and consistent, compelling content.</p> <p>Act as a trusted advisors to snr officers, management team and Members.</p> <p>Line management responsibility</p> <p>Evaluate plans and activity and produce reports and presentations for the head of communications.</p> <p>Guide and advise the project team, GCP Executive Board, senior staff and project management officers on internal and external communications, including providing strategic communications advice.</p>
3.	<p>Stakeholder engagement</p> <p>Manage and implement a programme of engagement across GCP stakeholders and beyond</p> <p>Developing with the head of communications a plan and strategy (matching audience, representative, channel, timing)</p> <p>Develop a comprehensive stakeholder database for the GCP and devise systems and processes to ensure that it is used effectively to monitor and manage regular contact between GCP and its key stakeholders.</p> <p>Developing messaging and preparing participants, briefings etc</p> <p>Work closely with the GCP Communications Team and communications managers across the GCP partners to ensure messaging is communicated promptly, accurately and effectively to stakeholders.</p> <p>Develop relationships with key partners externally.</p>
4.	<p>Campaign management</p> <p>Work with projects and digital team on integrated communication campaigns or significant announcements on behalf of the GCP, including working closely with and advising communication and engagement officers on media management in relation to projects.</p>
5.	<p>Personal and Project development</p> <p>Take responsibility for own areas of work, working independently without supervision and on own initiative.</p> <p>Maintain an up-to-date knowledge of best practice in communications.</p>
6.	<p>Monitoring and evaluation</p> <p>Ensure the development and delivery of external communications based on rigorous insight, evidence and evaluation, in order to continuously improve the effectiveness of the work of the team and organisation.</p> <p>Use evidence and insight into the use and effectiveness of different communication channels in order</p>

	to improve the communications created by the GCP to reach the segmented audiences.
7.	Demonstrate an awareness and understanding of equality, diversity and inclusion.

Safeguarding commitment *(Include for roles involving work with children/vulnerable adults)*

We are committed to safeguarding and promoting the welfare of children and young people/vulnerable adults. We require you to understand and demonstrate this commitment.

Person Specification

Qualifications, knowledge, skills and experience

Minimum level of qualifications required for this job

Qualifications Required	Subject	Essential/ Desirable
Bachelor's degree; HNC; HND NVQ level 4 or equivalent; or equivalent experience	Relevant	E
Qualification or recent experience	Either an under-graduate or post-graduate qualification in journalism, marketing, public relations or related field. Member of the Chartered Institute of Marketing or Public Relations.	D

Minimum levels of knowledge, skills and experience required for this job

Identify	Describe	Essential/ Desirable
Knowledge		
Knowledge of how to communicate and market to a diverse audience through all available channels.	Extensive experience working in a journalism, marketing, communications, or public relations role Proven track record of planning, devising, implementing and measuring successful communications.	E
Editorial management	Able to manage and co-ordinate editorial development of communications products including writing clean, crisp copy, sourcing appropriate images/graphics, liaising with contributors/suppliers and meeting strict deadlines.	E
Political sensitivity	Knowledge of political arenas and understanding of the role of local councillors.	E
Knowledge and experience of the traditional media	Experience of working in or working with the traditional news media; of understanding or nurturing media relations.	E
Analytics	Knowledge and previous use of analytic tools to monitor the effectiveness of communication	E
Data protection, discrimination and equality legislation	Knowledge of how legislation affects the working use of online tools and how the public sector can achieve best practise	E
Skills		
Oversight	Demonstrable ability to supervise officers in a fast moving office or a similar	E

	environment.	
Communication	Excellent written and editorial skills with ability to adopt style to audience and medium	E
Planning	Ability to plan strategies for proactive communications as well as reactive situations	E
Persuasion	Able to persuade and influence senior decision makers and develop highly effective working relationships with colleagues across a wide range of organisations.	E
Horizon scanning	Ability to detect issues as they develop and put strategies in place to minimise potential risk.	E
High level verbal communication & negotiation skills and the ability to network effectively.	Able to work effectively with others (both internal and external colleagues and partners) to deliver successful communication and marketing content.	E
IT	Good keyboard skills and working knowledge of Microsoft Office packages.	E
Ability to write clearly, accurately and concisely.	Able to produce information in clear concise language, appropriate to the audience, and format.	E
Organisational skills	Good organisational skills with the ability to work independently and to tight deadlines. Take responsibility for own areas of work, working independently without supervision and on own initiative.	E
Flexibility	Ability to work flexibly regarding working hours to support incidents or events (weekends and/or evenings)	E
Experience	Give an idea of the type and level of experience required do not specify years of experience.	
Communications and engagement	Extensive experience in the development of communications of an organisation with a high public profile	E
	Able to work across public, private and academic sectors, to recognise and harness collaborative opportunities for the benefit of the GCP	E

	Experience of event organisation and public consultation.	E
	Experience of building public and media support for a complex project	E
Partnership working	Experience of working with partners with competing goals, timescales and messages to achieve a coherent voice	E
Project Management	Experience of project management.	D
Local Government	Experience of having worked for a local authority or public sector body	D
Equality, Diversity and Inclusion (applies to all roles.	Ability to demonstrate awareness and understanding of equality, diversity and inclusion and how this applies to this role.	
Safeguarding (include for roles working with children/vulnerable adults)	Demonstrate an understanding of the safe working practices that apply to this role. Ability to work in a way that promotes the safety and well-being of children and young people/vulnerable adults.	