

Job Description

Job Title Communications Manager

Job Number CCC2206

Grade P2

Overall Purpose of the Job

The overall purpose of this role is to manage communications and marketing for a range of high-profile projects under the Greater Cambridge Partnership, which aim to cut congestion and boost growth in Cambridge and the surrounding area. This includes overseeing consultations, engagement and communication on projects that will have a high political, public and media profile and involves working flexibly and to a high tempo across a wide portfolio.

Main accountabilities

Main Accountabilities	
1.	<p>Stakeholder engagement</p> <p>Plan and lead engagement on the project with senior representatives of businesses and other key stakeholders, building support for projects and facilitating their involvement in further development.</p> <p>Encourage clear and regular communication with local elected members, businesses and other key stakeholders to build understanding of and ensuring appropriate engagement on projects.</p> <p>Provide central government, Councillors, businesses, residents and other stakeholders with updates, results and feedback on the outcomes of projects.</p> <p>Ensure a good flow of information amongst officers across the partnership with an interest in the projects. Must also act as communications lead at the Project Board.</p>
2.	<p>Communications and Marketing</p> <p>Help local councillors, businesses, residents and commuters understand and engage with GCP projects and build support. 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 of the local plans and of transport strategy.</p> <p>Must plan and use a wide variety of communications channels to support projects. Manage and evaluate the communications and stakeholder plans for the project.</p> <p>Support the GCP Communications strategy by proactively identifying and developing timely, relevant and compelling news items on the project to demonstrate progress of the GCP's programme, and keep the residents and businesses and other key stakeholders informed via appropriate communications channels.</p>
3.	<p>Leadership</p> <p>To provide proactive leadership and direction to officers for the communication of projects.</p> <p>Support 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>

4.	<p>Partnership working</p> <p>Lead and work in partnership with others in the GCP and in other partner organisations to ensure their work supports the work of the project.</p> <p>Work effectively between the GCP partners, ensuring that they are kept informed and up-to-date on the project, that their interests and impacts on their interests are understood, and that their views inform the development of GCP projects.</p>
5	<p>Strategic Contribution</p> <p>Lead development of the project's marketing and communications strategy.</p>
6.	<p>Project Management</p> <p>Support the GCP Head of Communications in creating a culture of empowerment, openness and transparency.</p> <p>Manage training requirements of project staff and monitor development needs. Undertake regular project progress meetings to ensure projects are on schedule and monitor performance, identifying any issues that arise.</p> <p>Ensure work is allocated in an equitable fashion and that all staff are working at full capacity in an effective and efficient manner and service requirements are met.</p>

Person Specification

Qualifications, knowledge, skills and experience

Minimum level of qualifications required for this job

Qualifications required	Subject	Essential / Desirable
Degree or equivalent	Educated to degree standard or equivalent or able to demonstrate equivalent substantial experience of delivering strategic communications management for a complex programme or a partnership organisation.	E
Professional qualification in a relevant field		E

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

Identify	Describe	Essential / Desirable
Knowledge		
Communications	A sound understanding of communicating with business audiences at the most senior levels.	E
IT	Computer literate in Microsoft Office Packages and confident in using digital and social media.	E
Political sensitivity	Knowledge of political arenas and understanding of the role of local councillors.	E
Skills		
Working practice	Ability to plan own and others' work, manage conflicting priorities, ensure others make progress and to work quickly and accurately to deadlines.	E
	Ability to work independently and as part of a team.	E
	Good problem solving and decision-making skills.	E
	Must demonstrate a creative and flexible approach to work.	E
Communications	Strong communications skills both written and verbal including persuading and influencing.	E
	Excellent interpersonal skills.	E
	An understanding of a variety of communication tools and knowledge of how these can be used for engaging with stakeholders.	E
Political sensitivity	Political sensitivity and a strong commitment to public services.	E
Understanding	Knowledge and understanding of central and local government procedures and funding streams.	D
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 and promotion of projects with a high public profile.	E
	Experience of stakeholder management and of dealing with businesses, the public, senior level decision makers, the media, contractors and other bodies.	E

Identify	Describe	Essential / Desirable
	Experience of event organisation and public consultation.	E
	Experience of building public and stakeholder support for a complex project.	D
Partnership working	Experience of working across organisations and/or for partnerships of organisations.	E
Public sector / Business experience	Experience of working in the public sector and / or business.	D
Project Management	Experience of project management.	D
Policy Development	Experience of developing policy, particularly transport policy.	D