

Job Description

Job Title	Senior Communications & Marketing Officer – Regeneration and Place
Grade	PO6
Reporting To	Senior Communications & Marketing Manager
JD Ref	CSUP0183P

Purpose

The Senior Communications and Marketing Officer for Regeneration and Place is responsible for the effective promotion and successful delivery of the council's regeneration programmes through first-class communications. The role will develop and deliver proactive and reactive multi-channel communications strategies and campaigns that strengthen the identity and reputation of the council's regeneration ambitions. They will work closely with all directorates, ensuring residents, stakeholders, staff and current or potential investors are effectively communicated with, consulted, engaged, and motivated.

Main Duties And Responsibilities

Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values in the role and organisation.

Corporate Communications & Marketing Duties & Responsibilities:

- Work as part of the wider corporate team to deliver co-ordinated communications and marketing support to the Regeneration and Place Directorate.
- Lead and own the planning and delivery of appropriate communications and annual action plans in the area of Regeneration and Place in order to improve and enhance the reputation of Wirral council.
- Deliver communication campaigns, across a range of media to ensure residents, stakeholders, staff and current or potential investors are effectively communicated to, consulted, engaged, and motivated.

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- Work in close collaboration with the wider communications team to ensure the council's regeneration work is effectively communicated as one of the council's key priorities.
- Prepare detailed briefs, organise, commission and manage external photographic, video and artwork projects with external providers to support communications and marketing campaigns.
- As part of the Council's long term campaign strategies, ensure complex and complicated information is presented in an easy to understand and innovative manner, for a range of audiences, while maintaining high levels of accuracy and quality across all content.
- Assist in the preparation of reports for Council or Committee meetings, briefings, briefing panels and working groups as required.
- Contribute to regular high-level briefings and presentations to Chief Officers regarding campaign issues, including members as required.
- Develop maintain excellent working relationships with senior officers, elected members, and other critical stakeholders to ensure the delivery of high-quality communication advice, consistent messages, plans and marketing activity.
- Show a demonstrable ability to manage complex projects and relationships to a high standard, on time and on budget with proven high quality project management and organisational skills.
- Contribute to and where appropriate lead in the implementation of regional and national initiatives and relevant legislation.

Regeneration and Place Duties & Responsibilities:

- Work closely with the wider regeneration team to ensure the effective co-ordination of the production of events, publications and other material to explain and promote the council's regeneration activity.
- Attend key regeneration meetings as required including with development partners and stakeholders to ensure the regeneration is programme maintains a high profile through successful communications and marketing.
- Keep up to date with national regeneration, housing and communications developments to support this overall role.
- Maintain a forward communications plan for the Regeneration and Place Directorate, incorporating appropriate corporate and partner communications activity as appropriate.

Communication, Engagement and Training:

- Develop maintain excellent working relationships with senior officers, elected members, and other critical stakeholders to ensure the delivery of high-quality communication advice, consistent messages, plans and marketing activity.



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- Support the Senior Communications and Marketing Manager in developing communications and marketing campaigns and projects linked to the Corporate Plan priorities in order to create the annual work plan for the rest of team.
- Play a senior role in supporting the planning and implementation of the corporate communications and marketing activity and campaigns across all Directorates.

Performance Management:

- Keep up to date on, and advise on, best practice communication and marketing methods, innovation and change.
- Lead the evaluation processes for marketing and communication activities to ensure effectiveness and value for money, identifying opportunities to optimise performance and feeding insights back to teams.
- Establish key performance indicators (KPIs) to measure the effectiveness of communication initiatives and adjust strategies based on data and feedback.

Compliance:

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.

Other:

- Any other duties commensurate with the grade.

Role Specific Knowledge, Experience And Skills

Qualifications

- Degree in Communications, Public Relations, Journalism, or a related field.
- **Desirable** - *Holder of a Chartered Institute of Marketing (or similar) qualification.*

Knowledge & Skills

- Excellent verbal and written communication skills.
- Strong project management and organisational skills.



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- Excellent interpersonal skills and the ability to work effectively at all levels of the organisation and with a variety of diverse stakeholders.
- Ability to work to tight deadlines and effectively manage conflicting priorities.
- An innovative and inclusive senior officer who motivates and generates enthusiasm in others.
- Knowledge and understanding of a wide range of communications disciplines including working the media, internal communications, marketing and digital.
- Knowledge and understanding of varied social media platforms.
- Ability to deal with confidential, contentious, and sensitive material.
- *Desirable - Ability to monitor and evaluate marketing campaigns.*
- *Desirable - Ability to work independently using initiative.*
- *Desirable - Knowledge of local government operations, policies, and procedures*

Experience

- Proven experience in communications, preferably within a local government or related public sector environment.
- Experience of writing creative briefs and project management.
- Experience of working in local government or another public sector organisation.
- Experience of working in a political organisation.
- *Desirable - Experience of media related work, including the development of Communications Strategies, working with journalists and managing Public Relations (PR) projects.*

Additional Information

- Ability to travel across the Borough and work from various locations.
- Work hybrid, with a flexible working approach to accommodate service needs.
- On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

Health & Safety Considerations:

- Lone working
- Working outside
- Work with VDUs (Video Display Unit) (>5hrs per week)

Approved By: GAIL MOONEY (HEAD OF COMMUNICATIONS)
Date Of Approval: 19/04/2024



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