

## **ROLE DESCRIPTION**

<b>Job Title</b>	Mayoral Communications Officer
<b>Salary Band</b>	SCP 27-32
<b>Reporting to</b>	Senior Mayoral Communications Officer
<b>Directorate</b>	Communications and Government Affairs
<b>Service Area and sub area</b>	Mayoral Communications
<b>Team</b>	Mayoral Communications
<b>Political Restriction</b>	Yes

<b>1. Primary Purpose of the Post</b>
<ul style="list-style-type: none"> <li>You will play a key role leading on multi-channel communication campaigns to raise the profile of the Metro Mayor and the work of the Liverpool City Region Combined Authority.</li> <li>Work with the Mayor's Office and communications team to deliver timely, impactful, proactive and reactive media content, and provide accurate briefing and advice as required.</li> </ul>
<b>2. Your responsibilities</b>
<ul style="list-style-type: none"> <li>Use political awareness and excellent communications skills to develop and implement a wide range of media strategies covering specialist areas of the Mayor's decisions, policies and strategies.</li> <li>Work with the Mayor's Office and communications team to deliver timely, impactful, proactive and reactive media content, and provide accurate briefing and advice as required.</li> <li>Develop and maintain relationships with a network of key external contacts, including local and national media, to ensure effective communication of the Mayor's policies and strategies.</li> <li>Prepare well written, concise and timely briefing papers, media strategies, press releases, op eds, social media content, video scripts and speeches and other media materials.</li> <li>Help to organise and accompany the Mayor to appropriate external engagements, ensuring effective media management, as required.</li> <li>Play an active part in a 24-hour, seven day a week approach to communications</li> <li>Contribute to the development and maintenance of the press office media grid, social media channels and media database.</li> <li>Act as a bridge between the Mayor's Office and wider communications team to ensure the Mayor's communication and engagement requirements are effectively supported.</li> </ul>



- Manage and edit social media assets, including photography, videography and graphic design for publication.
- Support the wider work of the Mayor's office as and when required.

### **3. General Corporate Responsibilities**

- Promote the Combined Authority's core values and continued improvement in service quality and efficiency.
- Operating flexibly in respect of cover for all other staff in the Office, to ensure service standard office hours are provided, and assist with the servicing of out of hours meetings and events.
- Participate in all aspects of training and development as directed and to use all relevant learning opportunities to improve personal skills so as to improve effectiveness and efficiency of service delivery.
- Develop the Combined Authority's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- Promote and enable equality of opportunities and promoting the diverse needs and aspirations of our communities.

It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.

This job description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing

### **4. Recruitment Plan**

Competency Based Interview  
Assessment

#### **Key words:**

Terms candidates may search to find this job online

## PERSON SPECIFICATION

**Job Title:** Mayoral Communications Officer

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Educated to degree level or equivalent/relevant experience in a similar role	D	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Experience of working in a political environment.	D	A, I
Demonstrable knowledge and understanding of the Liverpool City Region and the issues facing a growing city region.	E	A, I
Understanding and commitment to the devolution agenda.	E	A, I
Commitment to values and principles of the Mayor and the Liverpool City Region Combined Authority.	E	A, I
Experience of speechwriting.	D	A, I

Skills and abilities	E = Essential D = Desirable	Identified By
Excellent writing skills and ability to adapt copy for a range of audiences and channels.	E	A, I, E
Able to translate complex/technical information into plain English.	E	A, I, E
Good interpersonal skills; able to work confidently with internal and external stakeholders.	D	A, I
Ability to work creatively to produce engaging content for online and traditional channels.	D	A, I
Well organised and able to manage own workload effectively to meet deadlines.	D	A, I
Excellent design and production skills to support the creation of digital content for social media.	E	A, I
Ability to identify and build audiences on social media to raise the profile of the Mayor and the work they do.	D	A, I

Personal Attributes	E = Essential D = Desirable	Identified By
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You will be flexible and able to demonstrate the same level of enthusiasm whether you're working with a local community group or working with the Mayor to promote an issue of national significance.	<b>D</b>	A, I
Ability to work effectively under pressure, including competing deadlines, where differences of opinion may require influencing and decision making skills.	<b>D</b>	A, I
This is not a 9-5 office role and a degree of out of hours working will be required.	<b>D</b>	A, I

### Key to Assessment Methods:

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