

ROLE DESCRIPTION

Job Title	Senior Media Relations Manager (Leadership Communications)
Salary Band	SCP 51-55
Reporting to	Head of Corporate Affairs
Directorate	Strategic Communications & Corporate Affairs
Service Area and sub area	Strategic Comms
Political Restriction	Yes

1. Primary Purpose of the Post
<ul style="list-style-type: none"> • To raise the regional, national and trade media profile of the Metro Mayor and Combined Authority (CA), executive team and Cabinet Members and its work to deliver a globally competitive, environmentally responsible and socially inclusive Liverpool City Region. • To drive the development and delivery of priority communications and media relations strategies, campaigns and plans. • To secure high impact, high-quality, high-volume news, feature and editorial coverage in print, broadcast and online. • To deliver high quality digital content ensuring reach and engagement. • To promote the corporate goals of the LCRCA through its leadership communications, supporting policy, funding and economic growth prospects
2. Your responsibilities
<ul style="list-style-type: none"> • To develop and deliver high quality strategic communications and stakeholder engagement strategies, campaigns and plans • To develop and maintain productive relationships with the regional, national and trade media. • To provide strategic communications advice on complex external communication matters across the entire policy and service delivery portfolio. • To play a key strategic and delivery role in public affairs and stakeholder engagement activities and on key corporate projects. • To ensure that all communications support the strategic needs and objectives of the CA and member organisations. • To undertake horizon scanning so that opportunities for promotion of the CA are utilised to their full potential. • To provide communications, media and reputation management advice and CA leaders and members of the CA as required. • To deliver reactive and crisis communications. • To produce high-quality media briefings, press releases, statements, digital and other content for CA and partner channels. • To ensure that communications reflect the strategic needs of the CA and member organisations.



- To commission and manage communications agencies as required.
- To manage communications staff / delivery teams – one direct report, video journalist.

3. General Corporate Responsibilities

- Encourage a culture of continuous improvement to develop an outstanding service, where innovation and enterprise flourish.
- Deliver a performance-driven culture through the development of service excellence, people planning and financial and budget management.
- Ensure continuous improvement, value for money and best value are delivered.
- Ensure the development, provision and analysis of high-quality management information and documentation that is timely, accurate and meaningful.
- Support the work of the Combined Authority at the strategic level.
- Support the implementation of the Liverpool City Region's devolution agreement and wider strategic priorities.
- Manage allocated budgets, deploying resources to ensure that all of the Liverpool City Region Combined Authority's marketing and communication objectives are met.
- Oversee performance and delivery of suppliers commissioned to deliver outputs and outcomes.
- Provide clear and inspiring leadership to staff, providing feedback on their performance and supporting their professional development.
- Develop the Combined Authority's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken.

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility at the time of writing. There is recognition that the Combined Authority is likely to be subject to continuous change. As such, senior officers are expected to work flexibly and accept that their areas of specific responsibility may also be subject to change

4. Recruitment Plan

Competency Based Interview
Assessment

PERSON SPECIFICATION

Job Title:

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Educated to degree level or equivalent	E	A
Evidence of continuous professional development, reflecting commitment the profession and to effective management.	E	A
Relevant professional qualification - Chartered Institute of Public Relations, Chartered Institute of Marketing, PRCA, NCTJ or equivalent qualification / membership of professional bodies representing senior practitioners	E	A
Evidence of continuous professional development, reflecting commitment the profession and to effective management.	D	A/I

Experience and knowledge	E = Essential D = Desirable	Identified By
Delivering effective, high impact communications to multiple audiences at regional and national levels, raising awareness and building reputation	E	A/I
Consistently delivering high impact, high quality, high volume national and trade media coverage in print, broadcast and online	E	A/I/P
Working in and / or closely with the national media in a public affairs environment, ideally with significant experience as a national journalist and / or in senior corporate communications roles*	E	A/I
Developing and maintaining productive relationships with regional, national and trade journalists and media organisations*	E	A/I
Working effectively and sensitively in a political environment within a large and complex organisation, and ideally with both public and private sector experience*	E	I/P
Communicating complex and contentious concepts simply, clearly and creatively across a wide range of public policy areas*	E	I



Advising at senior level on media relations and communications strategies*	E	A/I
Developing and delivering effective media and wider communications strategies, plans and campaigns*	E	A/I
Producing and effectively deploying creative, high impact content – e.g. news, features, press releases, OpEds* - social media, creative content, video	E	A/I
Forming effective working relationships with senior colleagues and organisations at regional and national levels	E	A/I
Leading high performing staff / delivery teams in a fast-paced, results driven, performance culture	E	A/I
Commissioning and managing communications agencies	E	A/I
Extensive knowledge of communications concepts and principles	E	A/I

Skills and abilities	E = Essential D = Desirable	Identified By
Excellent writing and journalistic skills, developing and selling in stories, operating across a full range of national media and communications channels	E	A/I
The ability to develop stories and deliver creative and practical solutions	E	A/I
Analytical thinker with strong understanding of the legislative and policy framework relating to communications, local government and devolution issues	E	A/I
Proven ability to organise and undertake a diverse workload, manage constant and often conflicting work demands and work at pace to achieve competing deadlines	E	A/I
Excellent skills in developing and maintaining effective relationships with national journalists and media organisations	E	A/I
Excellent skills in social media, digital and content generation	E	A/I
Excellent skills in strategy, planning and delivery of media relations and communication campaigns	E	A/I
Strong interpersonal, persuasion and influencing skills, political acumen	E	A/I
Extensive knowledge of communications concepts and principles	E	A/I
Ability to commission and manage communications agencies	E	A/I



Personal Attributes	E = Essential D = Desirable	Identified By
A high drive for achievement, thriving in a fast-paced environment with competing demands, creative, resilient and determined to deliver outcomes	E	I
A firm grasp on the media zeitgeist and ability to be immersed in and respond to the 24/7 media cycle	E	I
The highest standard of personal integrity	E	I
Must be able to vary working hours to incorporate evening and weekend working as required by the role	E	I

Core Behavioural Competencies	E = Essential D = Desirable	Identified By
29. Driven, ambitious to succeed, self-motivated, with ability to work on own initiative within a clear strategic framework and both lead and work in teams	E	I

Key to Assessment Methods:

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