

## **ROLE DESCRIPTION**

<b>Job Title</b>	Digital Communications Lead- Growth Platform
<b>Salary Band</b>	27-32
<b>Reporting to</b>	Communications Manager – Growth Platform
<b>Directorate</b>	Strategic Communications & Public Affairs
<b>Service Area and sub area</b>	Communications and Marketing
<b>Team</b>	Communications
<b>Political Restriction</b>	No

<b>1. Primary Purpose of the Post</b>
<p>The postholder will play a key role in developing and delivering creative content for the Liverpool City Region Combined Authority's business support service – Growth Platform, to raise the profile of the brand and its services.</p>
<b>2. Your responsibilities</b>
<p>The key responsibilities of the role include:</p> <p>Oversee and maintain the Growth Platform website. Write, develop and maintain web content ensuring it is current and up to date. Create and manage compelling landing pages for programmes and campaigns.</p> <p>Monitor website performance by leading on keyword/phrase research, content optimisation, SEO and link development for the website.</p> <p>Manage, develop and write content for Growth Platform digital platforms including the use and creation of innovative and engaging graphics, photography and video through LinkedIn, and Instagram.</p> <p>Develop and manage a social media content plan and calendar. Keep up to date with emerging platforms and channel trends.</p> <p>Produce the weekly e-newsletter for Growth Platform and monthly cluster e-newsletters.</p> <p>Plan and produce content including case studies, blogs, and insight articles.</p> <p>Prepare regular media / social media / website and other evaluation reports to an agreed format and bespoke evaluation reports on an ad hoc basis.</p> <p>Manage relationships with third party agencies as and when required.</p> <p>Work with stakeholders and partner organisations to develop and deliver content that supports and enhances activities.</p>



Provide support in co-ordinating Growth Platform events including, event promotion, preparation of event databases, event materials and assistance at the event. Produce event collateral including PowerPoint presentations and brochures.

Support the delivery of the Combined Authority's Marketing and Communications Strategy and priorities with a particular emphasis on digital and content.

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

- Support the implementation of the City Region's Devolution agreement and wider strategic priorities.
- 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.
- Promote understanding of and adherence to the Combined Authority's core values by modelling appropriate behaviours and encouraging others to do likewise.
- Promote and encourage continued improvement in service quality and efficiency.
- Participate in all aspects of training and development as directed to improve personal skills to improve effectiveness and efficiency of service delivery.
- To develop the Combined Authority's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken.

### **4. Recruitment Plan**

Interview  
Application

## PERSON SPECIFICATION

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Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
A degree, or equivalent, or professional qualification in a communications-related discipline	E	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Understanding of a range of marketing and communications related disciplines including primarily website, digital and other communications formats and channels	E	A,I
At least 2 years' experience in a Communications/Marketing related role	E	A,I
Knowledge of the city region's business ecosystem and key growth clusters	D	I

Skills and abilities	E = Essential D = Desirable	Identified By
Excellent communication skills	E	A,I
A good writer, particularly for social and web content	E	A,I
Excellent web, digital and content skills	E	A,I
Strong administrative skills, including accurate record keeping, meeting planning and organisation, and project management	E	A,I
Ability to work with outside stakeholders	E	A,I

Personal Attributes	E = Essential D = Desirable	Identified By
Good Interpersonal skills – ability to work with people at all levels within the organisation	E	A,I
Comfortable working as part of a team and at non-standard hours	E	A,I
Comfortable working alone and unsupervised for periods	E	A,I



<b>Core Behavioural Competencies</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Commitment to self-development	<b>D</b>	<b>A,I</b>

**Key to Assessment Methods:**

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