

ROLE DESCRIPTION

Job Title	Content and Communications Officer
Salary Band	SCP 27-32
Reporting to	Corporate Communications Manager
Directorate	Strategic Communications and Corporate Affairs
Service Area and sub area	Communications and Marketing
Team	Communications
Political Restriction	Yes

1. Primary Purpose of the Post
The postholder will play a key role in promoting the work of the Liverpool City Region Combined Authority and Metro Mayor across regional, national and trade media and produce a range of creative, ideas-driven content. You will bring energy, ideas, creativity and enthusiasm to our news and content generation and distribution, working with the media to secure the maximum possible coverage and creating social media engagement from every story.
2. Your responsibilities
The key responsibilities of the role will include but will not be limited to: • To generate media coverage promoting the work of the Combined Authority (CA) across its wide-ranging policy, investment and service portfolio. • To draft key messages, press releases, Q&As and reactive lines, working with colleagues across the organisation, partners and stakeholders where appropriate. • To work with CA colleagues, partners and journalists on a proactive and reactive basis, developing and selling in stories and handling media enquiries. • To write copy for internal and external publications and communications channels • To assist in forward planning through monitoring and updating the Liverpool City Region communications plans. • To support monitoring operations, ensuring that breaking news is identified, tracked and appropriately acted upon. • To produce creative content and work with other content production colleagues to deploy modern, innovative communications for our stories including social media, web content, video, photography, animation, infographics and events. • To ensure effective, consistent internal and external communications of key messages. • To research and maintain media contact lists, including using the media management system. • To devise creative communications approaches for external and internal audiences and channels.



- To liaise with suppliers of communications services to deliver communications activities and identify opportunities to improve and develop new content and approaches.
- To prepare regular media / social media evaluation reports to agreed format and bespoke evaluation reports.
- To support the delivery of the Combined Authority's Communications Strategy and priorities including development of plans, policies and procedures.
- To be on the out-of-hours on call rota.

3. General Corporate Responsibilities

- Support the implementation of the City Region's Devolution agreement and wider strategic priorities.
- 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 so as to improve effectiveness and efficiency of service delivery.
- 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.

4. Recruitment Plan

Assessment
Competency Based Interview



PERSON SPECIFICATION

Job Title: Content and Communications Officer

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Relevant qualification (minimum A Level Standard) in subject/s that require developed abilities in writing and analysis	E	A
A degree, or equivalent, or professional qualification in a communications-related discipline	D	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Experience of working in a busy, results focused journalism and/or PR/press office environment	E	A
A track record of generating media coverage and delivering engaging digital content	E	A, P
Experience of working in a policy and current affairs environment	E	A, I
Experience of working in a political environment	D	A, I
Knowledge and experience of modern communications techniques	E	A, I

Skills and abilities	E = Essential D = Desirable	Identified By
A highly energetic, creative thinker who understands what different media need to cover our stories and is hungry to deliver coverage and content	E	I
The ability to identify news angles from a wide range of corporate sources and to plan and prepare targeted material for different audiences.	E	A, I
A strong writer and content creator, skilled and experienced in working across a range of communications related disciplines, primarily journalism, public relations and/or media relations and related	E	A, I



content generation e.g. copywriting, design, video, photography, social media, web editing.		
Creative in news and content distribution	E	A, I
Self-starting and driven to succeed	E	A, I
Flexible, with the ability to work on a range of policy areas and projects concurrently	E	A, I
Ability to plan and evaluate while also working quickly and accurately to tight deadlines	E	A, T
A strong interest in policy and current affairs	E	A
Good interpersonal and communication skills – ability to work with people at all levels within and without the organisation including journalists	E	I
Commitment to self-development	E	A

Personal Attributes	E = Essential D = Desirable	Identified By
Thrives working collaboratively as part of a team	E	A, I
Ability to deal with confidential/sensitive material	E	A, I
Knowledge of how the Combined Authority, Local Authorities and devolution works and the key issues and opportunities facing the City Region	E	A, I
A personal commitment to the Vision and Aims of Liverpool City Region Combined Authority	E	A
Commitment to equal opportunities	E	A
To be on the out-of-hours on call rota and work at non-standard hours as required	E	A

Key to Assessment Methods:

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