

## JOB DESCRIPTION

<b>Role</b>	<b>Campaigns &amp; Engagement Officer</b>
<b>Reports to</b>	<b>Corporate Communications Manager</b>
<b>Directorates</b>	<b>Chief Executive's Office</b>
<b>Department</b>	<b>Communications, Engagement &amp; Public Affairs</b>
<b>Grade (25/26 Pay Award Pending)</b>	<b>NJC 10 (£37,938-41,510)</b>

### Job Purpose

Reporting to the Corporate Communications Manager, the Campaigns and Engagement Officer will proactively seek out opportunities to develop and deliver high-quality campaigns and engagement activity across the Combined Authority.

They will plan, develop and deliver impactful, insight-led public sector campaigns and engagement initiatives, that support and drive our ambitions to grow the economy, improve the transport system and grow recognition of the region to attract funding and investment.

The Campaigns and Engagement Officer will be responsible for creating, delivering evaluating compelling campaigns aligned to the priorities of the Combined Authority and Mayor of Cambridgeshire and Peterborough.

They will also support the Corporate Communications Manager to deliver high-quality, inclusive public consultations and engagement activities, that ensures residents, businesses and communities have a meaningful say in the decisions that affect them.

This role sits within the newly formed Chief Executive's Office where Mayoral support, Policy, Communications, Public Affairs and Executive Support have come together as one team to drive forward sustainable and lasting change for our communities.

### Key Responsibilities

- Develop, and deliver a sustained and well-planned programme of high-impact campaigns aligned to the priorities of the Mayor of Cambridgeshire & Peterborough and the Combined Authority.
- Ensure all campaign activity is researched, evidence-based, monitored and evaluated to support continuous improvement.
- Lead and develop innovative engagement initiatives that ensure the views of residents and businesses inform decision-making and policy development.
- Support the planning and delivery of inclusive consultation, engagement and participation activities across the Combined Authority.
- Advise colleagues on best practice in consultation, engagement and participation ensuring that the Combined Authority properly consults and includes residents and businesses in decision making.

- Collaborate with colleagues across the organisation and within partner organisations to co-create effective campaigns and engagement activity, ensuring alignment with broader strategic goals.
- Create and manage a wide range of high-quality digital content including video, articles, photography, social media posts, infographics and web content etc. in conjunction with internal resource and agencies.
- Champion brand consistency, ensuring the Combined Authority and Mayoral brand is clearly represented and aligned across all communication channels, including our external identity, tone of voice and house style.

## Person Specification

### QUALIFICATIONS & KNOWLEDGE

#### Essential

- Demonstrable experience in a directly related area of work.
- In-depth knowledge of Campaign planning and delivery; including a good understanding of the full communications mix (media, web, email, organic and paid for social media).
- In-depth knowledge of public relations, marketing, or related fields
- Strong understanding of audience diversity and the ability to tailor messages accordingly
- Familiarity with various communication channels and their effectiveness
- Basic budget management skills for campaign resources
- Ability to analyse campaign performance and adjust strategies accordingly
- Strong interpersonal skills for building and maintaining stakeholder relationships
- Excellent written and verbal communication skills
- Experience in leveraging digital and social media platforms for campaign success
- Good understanding of the role of consultation and internal / external engagement in local government
- Detailed knowledge of a wide range of consultation, internal / external engagement and participation tools

#### Desirable

- Recognised professional qualification (eg CIPR or CIM diploma)

### EXPERIENCE

#### Essential

- Proven experience in campaign planning and execution
- Experience of building and maintaining effective working relationships with a wide range of internal and external colleagues and stakeholders to ensure delivery of effective communications and information services which engage and inform all stakeholders
- Experience of working with colleagues to develop and implement campaign plans, challenging, influencing and advising on the development and delivery as necessary
- Experience of working in fast paced environment, overseeing many projects simultaneously and meeting deadlines
- Proven experience of writing for a range of communications channels, such as newsletters, reports, news releases, social media, web content
- Digitally literate with a strong understanding of different social media channels and digital campaigning
- Excellent analytical skills, with the ability to use data to demonstrate the impact of campaigns and engagement activity
- Ability to run workshops, focus groups and research with stakeholders

#### Desirable

- Good understanding of the Cambridgeshire & Peterborough Combined Authority, our remit and the issues facing currently facing the region
- Demonstrable experience of working within a fast-paced political environment, including working with Elected Members

## **LEADERSHIP**

### Essential

- Works collaboratively and productively with peers, team and others
- Always operates with integrity
- Motivated and driven by personal and organisational achievement
- Highly adaptable to changing circumstances and demands
- Creative thinker who thinks outside 'tried and tested' models or approaches
- Exceptional oral and written communicator with the ability to present clear, accurate reports and campaigns to a wide range of stakeholders
- Exceptional relationship-builder that generates confidence in colleagues and stakeholders
- Embraces and embodies our CIVIL values every day, in everything you do
- Enthusiasm, can-do attitude, and willingness to take on new challenges

## **OTHER REQUIREMENTS**

### Essential

- Must be able to vary working hours to incorporate evening and weekend working when required and provide occasional out of hours cover
- Must be able to travel around Cambridgeshire & Peterborough
- Must be able to attend events to generate content to support campaigns

### Desirable

- Excellent planning, project management, budgeting and organisational skills