

## JOB DESCRIPTION

<b>Role</b>	<b>Communication Advisor</b>
<b>Reports to</b>	<b>Corporate Communications Manager</b>

### Job Purpose

The communications advisor will work within the communications team and manage communications and engagement for the Combined Authority, including public relations, marketing, stakeholder engagement and raise the profile of the ongoing portfolio work, priorities and strategic agenda of the Combined Authority and the elected Mayor of Cambridgeshire and Peterborough.

### Key Responsibilities

- To promote, enhance and support the work and reputation of the Combined Authority through the provision of intelligent, timely, high-quality communications
- Create and maintain a strong pipeline of communications opportunities to deliver a sustained flow of positive content across all channels
- Drafting and editing press releases, briefing papers, speeches, statements and other materials to ensure our strategic priorities are conveyed consistently, cohesively and coherently
- Work closely with Combined Authority officers, partners and Mayor's Office, to seek and foster opportunities for communications which will help deliver the communications strategy.
- Be encouraged to demonstrate their creative thinking, ideas sharing and proactive planning to come up with outstanding communications content.
- Develop and deliver communications campaigns that demonstrate the impact of the Combined Authority and the Mayor of Cambridgeshire & Peterborough
- Regular and accurate reporting of comms work.

### Person Specification

#### QUALIFICATIONS, EXPERIENCE, SKILLS AND KNOWLEDGE

##### Essential

- At least two years of experience in PR, communications, public affairs or journalism.
- A track record of delivering high quality content under the pressure of deadlines and to work flexibly with demands.
- A track record of project management of multiple communication projects
- Experience of building relationships with the media, and an ability to promote content to them to secure coverage. Or, if working in the media, to have experience of building relationships with key contacts to deliver compelling content.
- Proven experience of creating, successful digital content and managing social media channels

- Experience in working with external partners.
- Demonstrable experience and understanding of how to create content to suit a range of media, including print and online, social media, digital and other communications channels.
- Excellent written and interpersonal skills, with a proven ability to produce clear, accurate and engaging content across a range of media.
- Be comfortable working to tight deadlines and monitoring the news and other media to provide proactive and reactive communications and content in a timely manner.
- Remaining calm under pressure.
- A reputation for being a self-starter, and someone who has a record of creativity and turning ideas into opportunities for compelling content or communications.
- Experience of planning, undertaking and evaluating communications strategies.
- Embraces and embodies our CIVIL values everyday, in everything you do

#### Desireable

- A professional qualification in communications, journalism or PR.
- Work within a political environment where the communications advisor will demonstrate political awareness in all aspects of the role.
- A good understanding of initiatives and practices being taken locally to tackle climate change.
- Confidence in working with elected members, partner organisations, community groups and the general public in a variety of situations.
- Knowledge of communications, PR CRM management tools such as Hubspot and Meltwater.
- Database management and good GDPR knowledge.

**In return we are offering a highly competitive salary, opportunities for flexible working and entry into the Local Government Pension Scheme. This will be a challenging, stimulating and rewarding role for a candidate who thrives when combining being a self-starter and taking ownership of their own projects, while also being part of a team effort.**