



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY

A blurred background image of a man with a beard, wearing a brown jacket over a grey t-shirt, pointing his right index finger towards the camera. The image is partially obscured by teal geometric shapes.

COMMUNICATION ADVISOR RECRUITMENT PACK

CONTENTS

- Your application
- The Recruitment Process
- Job outline
- Chief Executive's Office
- Cambridgeshire and Peterborough Combined Authority
- Location and Communication
- Learning & Development
- Benefits

YOUR APPLICATION

Dear Applicant,

Thank you very much for your interest in this post. On the following pages, you will find details of the role and the selection process to assist you in completing and tailoring your application.

To apply you should submit:

- An up-to-date CV which shows your full career history
- A covering letter explaining why you are interested in this role, detailing how you are a good candidate for this post and how you fulfil the criteria on the Job Outline.

Please note that applications can only be considered if all the documentation is complete. Please send your application with a covering letter by email to the recruitment team (recruitment@cambridgeshirepeterborough-ca.gov.uk). If you would like to discuss reasonable adjustments during the Recruitment process, you can also contact the Recruitment Team.

Applications must be received by **9am, 26th November 2023**.

If you wish to have an informal discussion about the role and organisation, or if you have any other questions to help you decide whether to apply, please contact me Ed Colman, Head of Communications, Engagement and Public Affairs, edward.colman@cambridgeshirepeterborough-ca.gov.uk.

THE RECRUITMENT PROCESS

We are accepting applications until 9am 26th November 2023.

We have a one-stage recruitment process.

We will review applications, and if you have been shortlisted for an interview, this will be held w/c 27th November 2023.

This interview will be remote via Teams and expected to take one hour

JOB OUTLINE

Salary starts at £44,428 – 48,474.

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.

JOB OUTLINE

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.

JOB OUTLINE

QUALIFICATIONS, EXPERIENCE, SKILLS AND KNOWLEDGE

Desirable

- 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.

CHIEF EXECUTIVE'S OFFICE

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. The Chief Executive's Office balances shaping policy and strategy, lobbying for future investment in Cambridgeshire & Peterborough, monitoring and evaluating the impacts the Combined Authority has and celebrating those successes with ensuring we work effectively as one organisation and with other key stakeholders and partners.

At the heart of this is ensuring the Mayor of Cambridgeshire and Peterborough is an effective leader both locally and nationally. This includes ensuring the Mayor is supported to develop and promote the Mayoral Pledges, ensuring Mayoral correspondence is dealt with swiftly and that opportunities to raise the Mayor's profile and role as a local leader are maximised.

THE COMBINED AUTHORITY

The Cambridgeshire & Peterborough Combined Authority was established as a Mayoral Combined Authority to make life better, healthier, and fairer for all.

As the authority revises its focus to 2025, much of the original purpose and ambition remains, with increased attention to address post-pandemic areas of deficit and more recent impact of climate, energy, and cost of living crises.

This strategy signals a transition from the original devolution and broad ambition of the Combined Authority to a more focused strategic ambition and defined priority areas enabling a prosperous Cambridgeshire and Peterborough region; one that is more equitable, more environmentally sustainable, and securing good growth for its residents and businesses.

The Combined Authority comprises the seven local authorities (referred to as the Constituent Councils) and the Business Board (Local Enterprise Partnership) for the Cambridgeshire and Peterborough region. Working with Cambridge City Council, Cambridgeshire County Council, East Cambridgeshire District Council, Fenland District Council, Huntingdonshire District Council, Peterborough City Council, South Cambridgeshire District Council and business leaders allows the Combined Authority to convene significant knowledge, expertise and local intelligence.

The Combined Authority and its constituent councils are committed to working together to enable sustainable growth. Partnership working and delivery together with constituent councils, NHS, Integrated Care System (ICS), businesses, community groups and organisations across the region is recognised by the Combined Authority as being pivotal in delivering the ambitions for the area.

LOCATION AND COMMUNICATION



- Cambridgeshire and Peterborough Combined Authority operates an Agile Way of working. This means splitting your time between the office in Huntingdon and working remotely.
- The Office is located on the 2nd floor, Pathfinder House, St Mary's Street, Huntingdon, PE29 3TN. There is public parking a short distance from the offices.
- Discussions with your manager will establish how frequently you may be needed to work in the office, although it is generally expected that you will be in the office around one day per week.
- We have a weekly meeting with all staff invited, led by the Chief Executive and colleagues within the Executive Team. We also have a weekly staff newsletter. This is in addition to the communications that take place within your own directorate and teams.

We have regular all staff events that take place once a quarter, where we come together in the office.

LEARNING AND DEVELOPMENT

We are committed to learning and development in the Combined Authority.

INDUCTION

We hold IT and HR Inductions on Day 1, to enable you to learn more about the Authority on your first day. This is also followed by the completion of some mandatory e-Learning. During your first few months, you will be required to attend a Corporate Induction. You will spend half a day in our office at Pathfinder House, getting to know other new starters and learning more about our organisation.

PROBATION

Once you start with us you will have a 6-month probation period to ensure that you are properly supported as you learn your new job and what is expected of you. We also want to identify any training or development needs you may have and put objectives in place to support you in your role and future career. You'll have regular meetings with your line manager to discuss your progress.

APPRAISALS

We want to ensure that everyone can discuss their performance and development with their manager. During the appraisal, you will receive clear feedback on how you have been doing and set clear objectives for the coming year. The objectives will link to our values and behaviours.

BENEFITS

ANNUAL LEAVE

This is pro-rata'd if you work part-time. The entitlement includes 8 bank holidays.

Length of Service	
Up to 5 years	34 days
Between 5 and 10 years	38 days
Between 10 and 15 years	39 days
Over 15 years	40 days

PENSION

We are members of the Local Government Pension Scheme. You will contribute from 5.5%, and we will contribute 18.3%. These rates are reviewed every 3 years.

WELLBEING

We have a comprehensive wellbeing package. This includes access to an employee assistance programme, a network of mental health first aiders across the organization and monthly Mental Health & Wellbeing Meetings where we talk about a diverse range of topics.



Family Friendly Policies including flexible working, occupational maternity, paternity and adoption leave.



24/7 Employee Assistance Programme (EAP) for you.



Payment of professional subscription fees relevant to your role (one per year, after passing probation).



Benefits Provider: we offer a range of Benefits through Vivup.