



JOB DESCRIPTION

Role	Corporate Communications Manager
Reports to	Head of Communications, Engagement & Public Affairs,
Directorates	Chief Executive's Office
Department	Communications, Engagement & Public Affairs,

Job Purpose

The Cambridgeshire and Peterborough Combined Authority is seeking to appoint a Corporate Communications Manager to lead our Corporate Communications Team.

We are currently recruiting a new management team, including this newly created position, to better promote the ambitions, priorities and achievements of the CPCA and the Place.

The successful candidate will line manage our Communications Team and be responsible for improving our ability to communicate who we are, what we deliver, our impact and our future ambitions and vision to a range of audiences. Central to this will be the development and delivery of an integrated plan of communications and engagement activity to enable the CPCA to generate a sustained flow of positive content.

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

- Lead the Corporate Communications Team, line managing staff and overseeing the day-to-day operation
- Lead on the development and delivery of high impact communications to support the Combined Authority's initiatives and Mayoral Pledges
- Develop and deliver a sustained and well planned programme of high-impact campaigns to support the successful delivery of priority activities
- Development and maintain a proactive pipeline of future opportunities
- Develop and communicate a seamless narrative for the Combined Authority across all communications
- Work with the Public Affairs and Stakeholder Engagement Manager to ensure communications are aligned to defined lobbying priorities and agreed positioning
- Ensure The Combined Authority brand is clearly represented and aligned across all communication channels, including our external identity, tone of voice and house style
- Ensure robust systems, processes and protocols are in place to allow the Corporate Communications function effectively



Person Specification

QUALIFICATIONS & KNOWLEDGE

Essential

- Educated to degree level or the equivalent level of knowledge gained through significant demonstrable experience in a directly related area of work.
- Expert, in-depth knowledge of Communications planning, strategy and execution; including the full communications mix (media, web, email, organic and paid for social media).

Desirable

- Recognised professional qualification (eg CIPR or CIM diploma)

EXPERIENCE

Essential

- Significant demonstrable experience of effectively working in a senior communications role
- Politically astute with demonstrable experience of working within a fast paced political environment, including working with Elected Members
- 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 high level communications strategies and marketing plans, challenging, influencing and advising on the development and delivery as necessary
- Demonstrable experience of forming and leading a team, setting objectives and managing performance
- Experience of working in fast paced environment, overseeing many projects simultaneously ensuring direct reports are meeting strategic objectives and deadlines
- Driving change and improvement within a corporate Communications and Engagement Team
- A strong record of developing, managing and delivering highly effective communications campaigns.
- Proven experience of crafting narratives, messaging and writing for a range of communications channels, such as bids, newsletters, reports, news releases, social media, web content
- Adept at implementing the processes and protocols needed to underpin a proactive communications and engagement function
- Digitally literate and able to identify new and interesting opportunities for the Combined Authority to strengthen its digital communications
- The ability to initiate, develop and implement media activity covering complex and sensitive issues
- Experience of building and maintaining positive working relationships with local and specialist media
- Excellent analytical skills, with the ability to use data to demonstrate the impact of communications and engagement activity
- Excellent written, verbal and presentation skills

Desirable

- Experience of project managing the successful delivery of high profile VIP visits and media events



- Good understanding of the Cambridgeshire & Peterborough Combined Authority, our remit and the issues facing currently facing the region

LEADERSHIP

Essential

- Works collaboratively and productively with peers, team and others
- Operates with integrity at all times
- 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 everyday, in everything you do
- Enthusiasm, can-do attitude, and willingness to take on new challenges

OTHER REQUIREMENTS

Essential

- To deputise for the Head of Communications, Engagement & Public Affairs as required
- Must be able to vary working hours to incorporate evening and weekend working when required and provide out of hours cover.
- Must be able to travel around Cambridgeshire & Peterborough

Desirable

- Excellent planning, project management, budgeting and organisational skills