



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY

A blurred background image of a man with a beard, wearing a dark suit jacket over a light-colored shirt. He is pointing his right index finger directly at the viewer. The image is partially obscured by teal geometric shapes in the top-left and bottom-left corners.

CORPORATE COMMUNICATIONS MANAGER RECRUITMENT PACK

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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 on Monday 13th November**.

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 Monday 13th 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 on Monday 20th November.

This interview will be in person and expected to take one hour

JOB OUTLINE

Salary starts at £50,616.

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).

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.

JOB OUTLINE

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

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 6.3%, and we will contribute from 18.3%.

If your actual pensionable pay is:	You pay a contribution rate of:	Employee monthly contributions (monthly)		Employer monthly contributions (monthly)	
		Up to	£	From	£
Up to £16,500	5.5%	Up to	£75.63	From	£251.63
£16,501 to £25,900	5.8%	From	£79.75	From	£251.64
£25,901 to £42,100	6.5%	From	£140.30	From	£394.99
£42,101 to £53,300	6.8%	From	£238.57	From	£642.04
£53,301 to £74,700	8.5%	From	£377.55	From	£812.84
£74,701 to £105,900	9.9%	From	£616.28	From	£1,139.19
£105,901 to £124,800	10.5%	From	£926.63	From	£1,614.99
£124,801 to £187,200	11.4%	From	£1,185.61	From	£1,903.22
£187,201 or more	12.5%	From	£1,950.01	From	£2,854.82

BENEFITS

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 Program for you.



Learning and Development opportunities to support your career progression.



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.