



**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.

# **Marketing and Communications Lead (UKSPF) 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](mailto: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 Friday 5th January 2024**.

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 our recruitment team via: [recruitment@cambridgeshirepeterborough-ca.gov.uk](mailto:recruitment@cambridgeshirepeterborough-ca.gov.uk).

# THE RECRUITMENT PROCESS

We are accepting applications until 9am on Friday 5th January 2024.

We have a one-stage recruitment process.

We will review applications, and if you have been shortlisted for an interview, this will be held in the week commencing 8th January 2024.

This interview will be in person at Pathfinder House and expected to take 1.5 hours

# JOB OUTLINE

**Salary starts at £36,648.**

Key responsibilities:

- Design, develop and implement an agile and differentiated Digital Communications Strategy which inspires all our learners and audiences.
- Deliver a best-in-class user experience which guarantees an end-to-end and engaging user journey.
- Work collaboratively with internal and external experts to develop high quality content, that can be differentiated to meet the needs of a wide range of audiences and channels.
- Produce, communicate, and manage multimedia schedules, integrating the website, email, SEM, PPC, SEO, digital adverts, and social media.
- Create and manage a wide range of digital content including video, articles, photography, social media posts, infographics etc. in conjunction with internal resource and agencies.
- Develop a range of best practice digital communication processes and procedures, and act as the digital gatekeeper across the portfolio, ensuring that staff have the relevant tools and templates.
- Tag, track, optimise and provide digital analytics for all paid for and organic campaigns, including conversion rates, engagement, and ROI.
- Develop and maintain the email database and implement a programme of regular communications through innovative promotional and incentive schemes to support retention strategies.
- To ensure compliance with GDPR in the management of customer data
- Manage and monitor delegated campaign budgets as required.

# 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%** depending on your salary. CPCA will contribute **between 15.3%-18.3%** of an employee's salary. The amount the organisation pays can vary from time to time and is usually reviewed by LGPS every 3 years. To note, where there is a small variance in the organisations rate, this does not affect the amount of pension that an individual would receive as this is set by the Local Government Pension Scheme.

# 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.