

## Job Description

<b>Role</b>	<b>Mayoral Communications Officer</b>
<b>Reports to</b>	<b>Media and Mayoral Support Manager</b>
<b>Directorates</b>	<b>Chief Executive's Office</b>
<b>Department</b>	<b>Communications / Mayors Office</b>
<b>Grade (25/26 Pay Award Pending)</b>	<b>NJC 10 (£37,938-41,510)</b>

## Job Purpose

You will work alongside the Mayor's Office and the communications, engagement and public affairs team to raise awareness of the Mayor and the work of the Cambridgeshire & Peterborough Combined Authority.

This role involves creating high quality media and communications, ensuring deadlines are met and an effective dialogue with media.

It's an active role that will involve accompanying the Mayor to events, and drafting of sharp, strategic and politically aware media content, briefings and statements on his behalf, often to tight deadlines. It will be part of an office team that works flexibly and nimbly to support and assist the Mayor.

This new role sits within the 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. We are a creative team that want to do things differently while always embracing our CIVIL Values.

## Key Responsibilities

- Working with the Mayor's Office and communications team, you will create and deliver timely impactful, proactive and reactive media content and briefings
- Contribute to the development and maintenance of the press office communications grid
- Organise and accompany the Mayor to appropriate external engagements, ensuring effective media management, as required.
- Create and develop social media assets, including processing and editing event photography, subtitling videos and creating and editing images and graphics for publication.
- Monitor the Mayor's social media channels to log queries from the general public, draft appropriate responses and escalate to relevant teams within the Combined Authority.
- Maintain and grow the Mayor's multi channel audience to ensure communication of key decisions and policies receive maximum impact.
- Support the organisation, storage and archive of the team's media library for campaigns.
- Use your research skills to populate the Mayoral communications annual event calendar with key dates

## Person Specification

### QUALIFICATIONS, KNOWLEDGE & EXPERIENCE

#### Essential

- Demonstratable experience in public relations, media management or other related subject area
- In depth knowledge of creating and placing news stories across a range of media channels, with an awareness of audience diversity and an ability to tailor messages and channels to attract the interest of people from a broad range of backgrounds.
- Proficiency in building and maintaining positive relationships with media outlets, reporters, and journalists is essential for successful communication and coverage.
- Strong command of written language, ability to craft press releases, speeches, and other communications materials with clarity, accuracy, and persuasiveness.
- Excellent writing skills, demonstrating a journalistic approach to storytelling and ability to adapt copy for a range of audiences and channels.
- Able to translate complex/technical information into plain English.
- Ability to work creatively to produce engaging content for online and traditional channels.
- Excellent design and production skills to support the creation of digital content for social media
- Ability to identify and build audiences on social media to raise the profile of the Mayor and the work they do
- Well organised and able to manage own workload effectively to meet deadlines
- Good interpersonal skills; able to work confidently with internal and external stakeholders.
- You will be flexible and able to demonstrate the same level of enthusiasm whether you're working with a local community group or working with the Mayor to promote an issue of national significance.
- Demonstratable evidence of generating creative ideas for the best ways to target varied audiences through external communication
- Ability to work effectively under pressure, including competing deadlines, where differences of opinion may require influencing and decision-making skills
- Demonstrable knowledge and understanding of Cambridgeshire & Peterborough and the issues facing our region
- Commitment to values and principles of the Mayor and the Cambridgeshire & Peterborough Combined Authority
- Experience in developing, implementing, managing, and evaluating media and PR.
- Excellent written and oral communication skills, with the ability to grasp complex issues quickly and communicate them accurately and effectively to different audiences.

#### Desirable:

- Degree (or equivalent) in a relevant field
- Experience of working in a political environment
- Experience using digital tools such as Canva or Adobe Creative suite
- Confident taking and directing photography as well as video content

### OTHER REQUIREMENTS: All Essential

- Must be able to vary working hours to incorporate evening and weekend working when required and provide occasional out of hours cover
- Must be able to travel around Cambridgeshire & Peterborough
- This role is politically restricted