



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY

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

SENIOR 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 Monday 17th July 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, Deputy Head of Policy and Public Affairs, edward.colman@cambridgeshirepeterborough-ca.gov.uk.

THE RECRUITMENT PROCESS

We are accepting applications until 9am Monday 17th July 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 Thursday 27th July 2023.

This interview will be in our Huntingdon office.

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.

CONTEXT

The Cambridgeshire & Peterborough Combined Authority has been going through a significant period of change and transformation since Autumn 2022.

An external review of our Communication, Engagement and Public Affairs activity is currently underway and during this time we are looking to recruit an interim Senior Communications Manager to provide additional management capacity to lead and run our day to day operation.

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 Executives 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.

JOB OUTLINE

Salary is £50,616 to £55,895.

The Senior Communications Manager will be responsible for developing and executing high-quality campaigns, proactive communications and people-centric engagement activity.

We are looking for someone who has a strategic mind-set, creativity and the expertise to lead our Communications & Engagement Team as we take our communications activity to the next level.

The Combined Authority is refreshing our approach to communications and engagement as we look to ensure we are generating a sustained and structured flow of positive content for the Combined Authority that raises awareness of who we are and demonstrates our positive impact externally.

Over a six-month period, the Senior Communications Manager will successfully lead, empower and inspire the Communications & Engagement Team, supporting and motivating them to plan and produce top quality and highly successful work across a range of communications and engagement tactics; broadening the current focus away from press and media relations.

Working with the Deputy Head of Policy and Public Affairs, the successful candidate will ensure the outputs from the Communications & Engagement Team are aligned to and reflect both the Corporate Priorities of the Combined Authority and the four Mayoral Pledges.

JOB OUTLINE

Key Responsibilities

- To oversee the day-to-day development, delivery and evaluation of a programme of high-quality external communications across all channels
- Develop a proactive forward plan of communications and engagement activities that support our strategic priorities and mayoral pledges while building trust and confidence in the Combined Authority
- Line manage the Communications and Engagement Team, ensuring team members are planning and prioritising their workloads as required to deliver an effective communications service that is aligned to the priorities outlined in the department business plans
- To ensure robust systems, processes and protocols are in place to manage the day-to-day Communications and Engagement workload and provide adequate on-call resilience.
- Lead the development and delivery of an internal communications strategy for the Combined Authority which informs, engages, and motivates staff right across the organisation.
- Build and maintain effective partnerships with colleagues in the respective communications teams within our constituent authorities to identify and leverage opportunities for joint communications and campaigns.
- Work with the Deputy Head of Policy and Public Affairs, and the Public Affairs Advisor, to ensure all external communications reflects the defined lobbying priorities and agreed positioning of the Combined Authority.
- Championing the Combined Authority values and ensuring these are reflected in the day to day work of the Communications and Engagement Team, leading a team that, not only understands but also, displays our values at all times.
- Ensure The Combined Authority brand is clearly represented and aligned across all communication channels, including our external identity, tone of voice and house style

Political Restriction

This post is politically restricted under the Local Government and Housing Act 1989 and the post holder may not have any active political role either in or outside of work.

JOB OUTLINE

Qualifications, Experience, Skills and Knowledge

Essential

- Extensive experience across a range of communications field such as corporate communications, digital communications, public relations, media, public and community engagement and social media
- Recent leadership experience in a media, communications, public relations, stakeholder engagement role in a local / national government environment
- Capacity to oversee many projects simultaneously and ensure direct reports are meeting strategic objectives and deadlines
- Adept at implementing the processes and protocols needed to underpin a proactive communications and engagement function
- Experience leading and line managing a team of communications professionals, including enabling their professional development.
- Politically astute with demonstrable experience of working within a political environment
- Creative thinker with an ability to develop and execute high quality compelling communications campaigns across a variety of channels
- Comfortable providing advice in areas of expertise to members of staff at all levels across the Combined Authority
- Excellent written, verbal and presentation skills
- Demonstrable experience of developing strong, productive partnerships and relationships with a range of stakeholders at all levels
- Experience writing appropriate media responses and statements for approval at a senior level
- Embraces and embodies our values (CIVIL)

Desirable

- Driving change and transformation within a Communications and Engagement Team
- Good understanding of the Cambridgeshire & Peterborough Combined Authority, our remit and the issues facing currently facing the region
- Experience of supporting high profile VIP visits and media launches / press calls

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 £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.