

ROLE PROFILE

Job Title:	Senior Marketing and Communications Officer (Mass Transit)	Job Code:	
Department:	Communications	Version:	
Reports To:	Travel and Behaviour Change Marketing Manager	Date Created:	
		Grade:	K

Is this a politically restricted Post?	Yes/ No <i>(*if yes, see our policy on what this means)</i>
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ORGANISATIONAL CONTEXT

Our Vision as an organisation is:

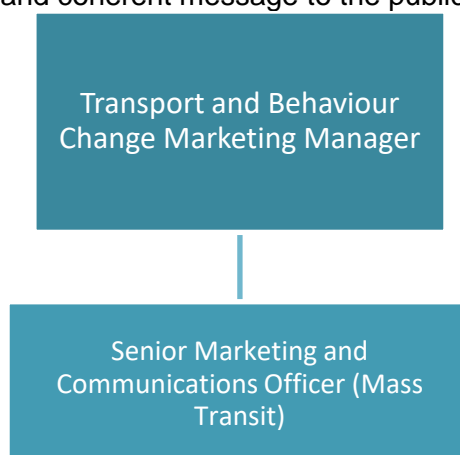
To create a West Yorkshire that is prosperous, well connected, safe, inclusive and a hotbed of creativity and sustainability.

To achieve this we will:

West Yorkshire Combined Authority brings together the local authorities of Bradford, Calderdale, Kirklees, Leeds and Wakefield with the LEP. Working in partnership, we develop and deliver policies, programmes and services which directly benefit the people of West Yorkshire.

Our department contributes to this by:

Communicating a consistent and coherent message to the public, businesses and government.



Job Overview:

- Develop, plan, manage, deliver, and evaluate integrated, multi-channel communications and marketing campaigns aimed at promoting the full breadth of the Mayoral Combined Authority's agenda, **with a particular focus on delivering major transport systems**, to target local, regional national and international audiences - covering corporate communications, marketing, digital marketing, PR, stakeholder communications, internal communications and project-related activity.
 - Advise directors and senior managers, elected members, board members and stakeholders on how best to maximise strategic and tactical communications to achieve objectives.
 - Be a self-starter taking the initiative to achieve the goals set by the team's senior management
- © Take a proactive approach to participating and delivering of your directorate's objectives.

- © Demonstrate commitment to corporate processes and ensure that these are always delivered.
- © Be a visible and enthusiastic team member, encouraging partnership working across the organisation.
- © Take a positive approach to self-development.

CRITICAL SUCCESS FACTORS

*We break each job down to explain the critical areas for success, ranked by importance.
These indicate the end result or outputs for which the role holder is responsible.*

People Contacts:

- © Support partnership working across the organisation and externally.
- © Work together with your team to ensure targets are achieved.
- © Be an advocate of our strong performance management culture, taking accountability for delivering results.
- © Contribute to a positive working environment for your team, with a solid ethic of working towards achievement of our vision.
- © Take a proactive approach to internal processes, contributing during meetings and interviews.
- © Utilise effective communication channels when working with others.

Technical Duties:

- © Typically works on horizons of one year, in line with the objectives set in the business plan.
 - Establish and work in close collaboration with project and policy leads to ensure that specific project plans and strategies are translated into integrated communications and marketing plans to maximise reach and measurable impact.
 - Influence and lead policy and project leads on project design, development and funding pitches, using customer and market insight and specialist communications and marketing expertise to ensure that project briefs set out clear, realistic communications and marketing objectives, are in tune with market need and comply with corporate communications processes.
 - Manage relevant project and campaign budgets to ensure value for money is received and return on investment delivered
 - Commission, brief and manage external suppliers including, but not limited to, marketing agencies, creative agencies, PR agencies and digital agencies.
 - Produce and lead the production of high-quality content for a range of on and off-line communications including e-newsletters, websites, related social media channels, blogs, marketing collateral, op-eds and publications. Tasks include copywriting, proofreading and providing creative direction within brand guidelines.
 - Devise and advise senior managers, elected members and board members on strategic and tactical communications and public affairs opportunities to achieve objectives by monitoring news stories and political developments regionally and nationally.
 - Create, obtain, develop and manage relevant content on our websites using a content management system.
 - Use the CRM database to oversee and manage regular e-newsletters for a range of public and private sector stakeholders, measuring effectiveness and making future content recommendations.
 - Generate intelligence on the performance of communications and marketing activity and evaluate activity to ensure outcomes are achieved, return on investment is delivered and positive impact created. Use evaluation insights to shape and develop future campaigns.
 - Keep abreast of new developments, trends and technologies in communications and marketing and make recommendations to the Travel and Behaviour Change Communications and Marketing Manager and project leads on how the organisation could use them to meet business objectives.
 - Typically works on horizons of one year, in line with the objectives set in the business plan.
- © To uphold procedures in place to achieve your strategic objectives, suggesting amendments to processes as required.
- Ensuring compliance with the Combined Authority's Health and Safety Policy.

- © Typically works on horizons of up to one year, in line with the objectives set in the business plan.
- © To uphold procedures in place to achieve your strategic objectives, suggesting amendments to processes as required.

© Ensuring compliance with the Combined Authority's health and safety policy.

Impact & Influence:

- Initiate and develop strong relationships and networks with media outlets and stakeholder groups to ensure that the Combined Authority are proactively and consistently represented through the use of relevant media and on and off-line communications channels including social media.
- Build and maintain excellent working relationships with marketing, communications and other colleagues within partner organisations including central government, local authorities and private companies to identify collaborate opportunities to achieve communications and marketing objectives.
- © Represent the interests of your team within the context of the wider aims of the CA both internally and externally.
- © Fosters good working relations across the organisation, building effective team relationships.

The above lists of accountabilities are not exhaustive. The role holder will be required to undertake such tasks as may reasonably be expected commensurate with the scope and grading of the role.

THE PERSON

To be fully successful in the role, we believe the following knowledge, skills and experience are required. When recruiting, we are looking for the best candidate match to this, however we know that there are some elements that can be trained and this will be taken into account during the recruitment process.

Knowledge:

- © Educated to GCSE/ A level or equivalent
- © Chartered Institute of Public Relations and Chartered Institute of Marketing membership or working towards
- © Significant practical experience of successfully performing in a similar role.
- © Significant demonstrable understanding of the marketing and media mix
- © A high degree of experience of negotiating costs and managing and monitoring significant communications project and campaign budgets
- © Experience of successfully managing and monitoring website performance using a variety of tools including Google Analytics and of making recommendations for continuous improvement and development
- © Significant experience of using industry systems including CRM databases, content management systems, media and political monitoring systems

People:

- Significant experience of effectively contributing to team objectives.
- Prolonged experience of successfully identifying appropriate communication channels to deliver information.
- Experience of effectively contributing to organisational vision.
- © Experience of effectively contributing to team objectives.
- © Experience of successfully identifying appropriate communication channels to deliver information.
- © Experience of effectively contributing to organisational vision.

Technical:

- Significant experience of developing integrated communications and marketing campaigns
- Exceptional written and verbal communication skills
- Significant experience of writing, editing and proofreading high quality copy for multiple target audiences, often in limited timeframes

- Significant ability to continually shape and refine communications and marketing processes and shares recommendations with colleagues and stakeholders
- © Strong communication skills

Impact & Influence:

- Excellent knowledge of and/or ability to build strong relationships with regional, national and trade media, marketing agencies and related suppliers
- Track record of building partnerships within and outside the organisation
- Significant experience of effectively managing relationships with external suppliers to deliver objectives including resolving technical and/ or performance-related issues
- A high degree of awareness of political sensitivity with the ability to exercise sound judgement in working with politicians from all political backgrounds in addition to private sector stakeholders

OUR VALUE & BEHAVIOURS

Championing Our Region | Working Intelligently | Easy to Do Business With | Positive About Change | Working Together

These are our values. We shaped them together and we're proud of them.

We also created a set of behaviours for each of our values. Our behaviours provide us with a way of working and they are our minimum expectations of everyone here.