

## ROLE PROFILE

<b>Job Title:</b>	Senior Press Officer	<b>Job Code:</b>	SCI/C1
<b>Department:</b>	Communications and Marketing	<b>Version:</b>	1.0
<b>Reports To:</b>	Media Relations Manager	<b>Date Created:</b>	November 2022
<b>No. of direct reports:</b>	2	<b>Member of:</b>	News and Media Directorate Management Team
<b>No of employees in function:</b>	7 (including Media Relations Manager)	<b>Grade:</b>	K

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

## ORGANISATIONAL CONTEXT

### Our Vision as an organisation is:

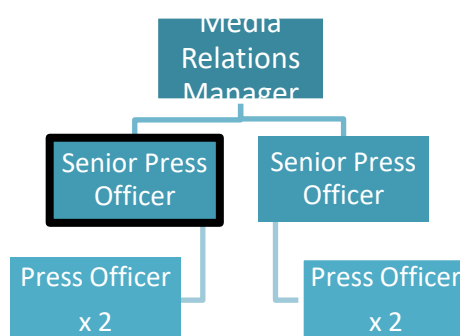
To create a West Yorkshire that is prosperous, well connected, safe, inclusive and a hotbed of creativity and sustainability.

### To achieve this we will:

Secure the means to deliver projects and services needed for growth in the Leeds City Region (LCR), be its voice nationally and internationally, and build the partnerships to ensure the best economic outcomes.

### Our department contributes to this by:

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



## Job Overview:

- Play a key and leading role in delivering a proactive and reactive press and media relations function on behalf of the Combined Authority, the Mayor of West Yorkshire and the region's leaders.
- Forming strong and robust relationships with journalists, whilst raising the profile of the Mayor of West Yorkshire and informing the media, the public and partners about the ways in which the organisation contributes to regional, national and International success.
- Directly advise senior figures around media matters both within and outside the organisation, shaping and challenging views where appropriate.

- © Design, implement and maintain the systems required for delivering the objectives of your function to support the Combined Authority in achieving its vision.
- © Take a pro-active corporate role in the management of your function including participating in delivering your directorate's objectives.
- © Demonstrate commitment to corporate processes and ensure these are delivered at all times.
- © Be a visible and enthusiastic manager, encouraging partnership working across the organisation.

- © Influence, develop and motivate your team, taking a positive approach to their 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 Management:

- Line management of Press Officers, motivating them and assisting them with their day-to-day duties.
- Build effective working relationships across the Combined Authority, Local Authorities, national and regional bodies, business and communities in order to raise the profile of the mayor regionally, nationally and internationally.

- © Encourage a partnership approach to work across the organisation and externally.
- © Provide clear direction, focussing on developing and motivating your team(s) to ensure targets are achieved.
- © Manage the workflow of the team to deliver a strong performance management culture, where people are accountable for the delivery of results.
- © Monitor productivity levels and balance of skills within your team, taking action to ensure that they are equipped to complete their work.
- © Create the right working environment for your team, with a solid ethic of working towards achievement of our vision, utilising the Combined Authority's policies and procedures.
- © Take a proactive approach to management of change and recruitment processes, leading consultation meetings and interviews.
- © Ensure appropriate communication channels are in place and effective between you and your direct reports.
- © Fulfil the HR processes associated with being a people manager, e.g. employee relations and development issues.

### Technical Duties:

- Work with the Media Relations Manager to ensure the press office runs smoothly, leading a small team of Press Officers in their day to day duties.
- Work in close collaboration with media relations, digital, marketing and campaigns, project and policy teams, across directorates and partner communications teams to deliver a reactive and proactive media relations function on behalf of the Mayor of West Yorkshire and the West Yorkshire Combined Authority.
- Influence a positive perception of the Mayor and Combined Authority through a range of external communications activity, including writing material including press releases, quotes, and op eds. Also giving briefings to journalists on key activity and policy areas.
- Ensure written communication goes through relevant approval process and if applicable, distributed to media, published on the website and/or posted on appropriate social channels.
- Place and create stories in a strategic way to reach target audiences, aligned to Combined Authority business objectives and Mayoral priorities.
- Produce high-quality media and communications plans/strategies that include key messages, potential risks, core scripts/briefing, media invites, and Q&A packs.
- Lead and organise press conferences and manage the media during interviews with local, regional and national journalists.
- Evaluate and monitor media successes and coverage on a daily and monthly basis.
- Provide a professional out-of-hours service on a rota basis, where you will be the single point of contact for media enquiries and responsible for communications and media relations on behalf of the organisation and the Mayor.

- © Typically work on horizons of one year, in line with the objectives set in the business plan.
- © Ensure your function has the right procedures in place to achieve your strategic objectives, developing and amending processes as required.

- © Forward plan the workload of the function, thinking through potential contributions, identifying appropriate solutions and acting accordingly.
- © Lead by example on health & safety matters, ensuring compliance with the Combined Authority's health and safety policy.

### Impact & Influence:

- Advise and influence the Mayor, directors, elected members and board members on strategic and tactical press and media opportunities and topical media issues.
  - Inform external communities' strategies that raise the profile of the Mayor, the West Yorkshire Combined Authority and our region as a whole.
  - Maintain and build strong and robust working relationships with key journalists, including leading national journalists.
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- © Represent the interests of your function within the context of the wider aims of the Combined Authority both internally and externally.
  - © Foster good working relations across the organisation, building effective team relationships.
  - © Use strong communication skills to influence with key customers and stakeholders ensuring your function is able to deliver results in line with the vision.
  - © Identify and find solutions to communication challenges observed within the organisation.

*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:

- Ⓞ Holds a degree or has equivalent relevant experience in a relevant subject area (e.g. PR, journalism, media or English)
- Ⓞ Extensive practical experience in a busy and fast paced press office, agency and/or political or news environment, with experience balancing juggling priorities and working to tight deadlines.
- Ⓞ Excellent news generation skills with ability to show examples of core projects that created impact.
- Ⓞ Demonstrable and in-depth cross channel expertise to ensure PR and social media work seamlessly.

- A passion and understanding for news, media and the 24/7 rolling agenda.
- Demonstrable evidence of generating creative ideas for the best ways to target varied audiences through external communication.
- A firm understanding of the complexities of the political landscape.

### People:

- Ⓞ Experience of prioritising, planning and organising workloads to manage expectations and deadlines.
- Ⓞ Experience of managing people including appraisals, performance management, disciplinary, recruitment and selection.

### Technical:

- Ⓞ Demonstrable experience of managing and championing change successfully.
- Ⓞ Strong communication skills with the proven ability to influence, negotiate and challenge.
- Ⓞ Experience of making compelling business cases/ reports to a range of audiences.

- Experience of playing a pivotal role in a busy press team or similar environment.
- Excellent writer with the ability to generate compelling content and translate complex messages into easy to understand, relatable content.
- Experience of evaluation and analysis.
- Significant experience of working with social media and digital content.

### Impact & Influence:

- Ⓞ Proven experience of confidently and professionally conveying information both written and oral in a clear, concise and persuasive style.
- Ⓞ Comprehensive experience of leading, negotiating and influencing stakeholders.
- Ⓞ Experienced in forming and developing effective senior level working relationships with Members, Government and partner organisations to achieve the best outcomes for the organisation.
- Ⓞ Comprehensive experience of providing leadership in a complex public-private sector partnership context.

- Experience managing external communications and overcoming challenges in a fast-paced environment.
- Proven track record of delivering against targets with the ability to work under pressure.
- The ability to respond to short and changing deadlines.
- Experience advising senior management, leadership and elected officials on best practice and strategies on prominent media issues.

## OUR VALUES & 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. Further information on this can be found on our website: <https://www.westyorks-ca.gov.uk/a-career-with-us/our-values-and-behaviours/>