

ROLE PROFILE

Job Title:	Director of Communications and Engagement	Job Code:	TBA
Directorate:	Resources	Version:	0.2
Reports to:	Executive Director Resources	Date Created:	15 May 2024
No. of direct reports:	3	Grade:	Director
No. of employees:	c.10	Budget:	TBC

JOB PURPOSE

At the East Midlands Combined County Authority (EMCCA) we're unlocking billions of pounds of investment for our region through our devolution deal with government.

Our newly elected Mayor will be a powerful voice on the national stage for the people of Derbyshire and Nottinghamshire, overseeing devolved powers around transport, housing, skills and adult education, economic development and net zero.

The East Midlands has a rich history and a diverse present on which to build a renaissance. Ambition and culture put us at the heart of the first industrial revolution - and it will put us at the centre of the next. We will make our region more prosperous, sustainable and fairer, helping our people and businesses to create and seize opportunities.

This role has director level responsibility for the leadership and delivery of strategic internal and external communications and engagement activity for the East Midlands Combined County Authority (EMCCA). The post holder is the principal communications advisor to the Mayor, the Chief Executive and the Senior Leadership Team.

EMCCA's overall work programme is evolving, ambitious and focused on the future to deliver tangible, sustainable, lasting and systemic change for our communities within a robust governance framework.

OUR VALUES

We have proactively become a values-based organisation from the outset. In conjunction with our operational ethos emphasizing the importance of people, processes, and outcomes, we embrace continual improvement, and are guided by four core values supported by a behaviour framework:

We Lift Our Region | We Work Together | We Make an Impact | We Are Human

These values shape our culture, influence expected conduct, how we work and interact with each other and our stakeholders, fostering positivity, and supporting the achievement of our goals and progress together.

ORGANISATIONAL LANDSCAPE

Our Mission

We will be driven by our mission to ensure long-term systemic impact. Created by and for the benefit of our people, businesses, and places in the East Midlands area.

Our Vision

We will make our region more prosperous, sustainable, and fairer, helping our people and businesses to create and seize opportunities.

We are built on a foundation of systems leadership and partnership working.

MAIN DUTIES AND RESPONSIBILITIES

Role specific

- Collaborate across the Executive and with the Mayor and EMCCA to lead, develop and deploy a modern, unified communications and public relations strategy that builds brand and reputation amongst our key audiences, including decision-makers in government and the media, businesses, members, residents and customers, with a clear vision and narrative.
- Provide strategic leadership to raise the profile of EMCCA to identified audiences, partners and stakeholders, including the public sector, business sector, residents and political leaders, with a focus on flexible, pro-active and innovative approaches to engagement, communications campaigns, events and initiatives.
- Lead the management and delivery of the EMCCA brand, identity and narrative, ensuring it is communicated clearly, consistently and creatively.
- Develops a positive and compelling vision and strategic narrative for the East Midlands, leading innovative thinking and approaches that change perceptions of the East Midlands.
- Accountable for the implementation of a regional and national media relations strategy ensuring a modern, digital-first, approach to the use of both traditional and social media channels to influence key stakeholders.
- Lead and develop policy work to build the Mayor's, EMCCA and Executives' reputation and position as a thought leader and policy influencer for a wide breadth of social and economic policy priorities.
- Maintain a communications calendar, long term plans and system to identify, implement and track public appearance from the Mayor in support of the policies in their manifesto.
- Provide strategic, effective and highly visible leadership to the communications team and professional communications leadership for communications across the organisation.
- Lead work to build productive national and regional partnerships for the Mayor and EMCCA leaders, particularly focusing on relationships with MPs, ministers of government and the opposition, influential business, academic, trades unions and media relationships and locally building effective relationships with EMCCA constituent local authorities.
- Work with senior colleagues, the Mayor and politicians across the region to protect and enhance EMCCA's reputation.
- Ensuring a strong customer focus ensuring research and customer insight / behaviour data is gaining multichannel exposure to build awareness and take-up / value in the offers, services and programmes of EMCCA.

- Work closely with policy leads to align PR, communication and marketing activity to the agreed programme of work of the Mayor and EMCCA, identifying opportunities to develop strong relationships with key government and industry stakeholders to ensure the consistent leverage of thought leadership activity to influence and shape public policy.
- Plan a programme of engagement events such as public forums and community activities and support international work to deliver EMCCA's aims and priorities.
- Lead the planning, development, co-ordination and production of public information products including brochures, fact sheets, news releases, audio/visual and television, website and other informational, educational and promotional materials using current communications technologies. Manages content and scheduling for EMCCA's website, intranet, external media and mass communications, ensuring strong alignment to the brand and values of the organisation.

Responsibilities

- Lead the strategic delivery of robust and strategic communications and engagement advice to the EMCCA Chief Executive, Senior Leadership Team and Mayor and build influence to champion the devolution agenda.
- Act as an ambassador and spokesperson for EMCCA by actively contributing to the delivery of key priorities, working closely with internal and external audiences to get understanding and support for EMCCA funding and other strategic objectives.
- Deliver an insight driven and forward-thinking strategic approach to the role, focused on results and outcomes and adopting creative and innovational communications solutions to challenges.
- Deliver strategic advice to internal and external stakeholders based on evidence and evaluation with a continued focus on having the best-in-class skills and delivery.
- Ensure the strategic leadership of communications and engagement at EMCCA has a research base, is driven by key performance indicators with a return-on-investment approach and showcases best practice and leadership to public and private sector partners across the East Midlands.
- Develop strong relationships with communications leads in all constituent authorities, non-constituent authorities and key stakeholders and partners, leading a network of relevant senior communications leads to support the sharing of best practice, learning and the development of joint campaigns, events and initiatives when appropriate.
- Act as a champion for the promotion of equality and diversity at EMCCA and actively contribute to developments that support EMCCA's strategy for widening access, inclusion and diversity.
- Lead work to disseminate prompt, accurate emergency public information during emergency or challenging situations.

- Line manage and lead a high performing team, recruiting exceptional talent into the organisation, encouraging innovation and cultivating a culture of collaboration and accountability, setting personal objectives and supporting development in order to embed a culture of performance excellence.
- Plan and manage the resources of the Communications Team to ensure an agile approach to managing plans and short- and longer-term needs, ensuring value for money, high quality and transparency in the delivery of services.

This is not a complete statement of all duties and responsibilities of this post. The postholder may be required to carry out other duties as directed by their line manager that are commensurate with the level of the post. This document will also be supplemented by key objectives which will be set through the performance and development review process.

THE PERSON

Essential (E) or Desirable (D)

<p>Experience and Skills:</p>	<p>Experience</p> <ul style="list-style-type: none"> • Demonstrable experience of operating at a strategic level with managerial responsibility for multi communications channel delivery. • Demonstrable understanding of the political and social environment that the EMCCA operates within. • Detailed and proven understanding of the strategic and operational challenges of managing within the private and public sector and being able to show a track record of success in this sector. • Demonstrable experience of providing strategic advice on communications and wider policy to inform and empower senior leaders. • Experience of results driven partnerships with stakeholder organisations and agencies achieving mutually beneficial objectives. • A proven and success-based track record of managing performance successfully of direct line reports. • A proven and successful track record of creative communications at a strategic level, with proven ability to translate ideas into effective action within finite budgets. • Strategic understanding of audience management and engagement, digital marketing and communications, media 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>
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	<p>and PR.</p> <ul style="list-style-type: none"> • Understanding of and experience in delivering effective engagement with a wide and diverse set of employees, partners, stakeholders and residents • Significant, relevant and recent high-level professional experience in a large-scale public sector organisation. • Direct experience of operating at senior level in: <ul style="list-style-type: none"> ○ Corporate Communications ○ Marketing ○ Digital Communications ○ Public Relations ○ Media <p>Skills</p> <ul style="list-style-type: none"> • Strategic analytical thinker with a foundation in robust research. • Demonstrable experience of senior management of resources within multi-disciplinary communications teams. • Senior managerial experience operating in more than one discipline of communications including: public affairs, internal communications, marketing, digital communications, media, PR. • High quality verbal, interpersonal and written communications skills. • Experience of developing and leading creative and innovative solutions to complex communications challenges • A successful track record of promoting equality of opportunity in employment and service delivery. • Proven ability to challenge established communications thinking and working practices and implement change. • Compelling and passionate presentation skills with the ability to present material in a persuasive and convincing manner to both senior and non-senior partners and stakeholders. • Expert and demonstrable strategic management skills leading to the securing of quality results at a senior level in a large-scale organisation. • A proven ability to deliver under pressure and to tight deadlines showing resilience and ability to overcome internal and external barriers. • Wide experience of communicating and engaging productively 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>
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	<p>with identified stakeholders.</p> <ul style="list-style-type: none"> • Ability to adapt communication skills in a changing and challenging environment. 	<p>E</p> <p>E</p>
Qualifications, Training, CPD:	<ul style="list-style-type: none"> • Educated to degree level (or higher). • Evidence of relevant communications training. • A relevant management qualification 	<p>E</p> <p>E</p> <p>D</p>
Knowledge	<ul style="list-style-type: none"> • Detailed and demonstrable understanding of the political context to the work of local government/public sector and its decision-making processes. • Political awareness with an ability to achieve results in a political environment where there are competing agendas. • Strategic and modern understanding of managing a corporate brand and its communication within established systems and structures. • Recognition of the need for and importance of personal professional development. • Flexibility with ability to strategically and practically contribute to the wider priorities of the team, as well as deliver personal workload. 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>
Political Restriction	<p>This post is politically restricted under the Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 and the post holder may not have any active political role either in or outside of work.</p>	