

ROLE PROFILE

Job Title:	Head of Communications	Job Code:	<i>To be added by HR</i>
Directorate:	Resources	Version:	0.1
Reports to:	Director of Communications and Engagement	Date Created:	April 24
No. of direct reports:	5	Grade:	Grade F £49,498 to £54,679

JOB PURPOSE

This role will lead on proactive and reactive media relations and the development and delivery of effective digital and social communications channels to support direct communications with EMCCA residents, partners and stakeholders.

Working closely with the Director of Communications and Engagement and members of the communications team you'll lead on developing and delivering a pro-active, responsive and flexible media relations function with strong relationships with local, regional, national and professional media.

You'll work with senior colleagues to identify and deliver media opportunities and coverage for the Mayor and EMCCA services, policies and initiatives. You will also lead the development of an innovative, digital first approach to communications using digital and social channels (including the EMCCA website) to communicate directly with EMCCA residents, partners and stakeholders.

You'll deputise for the Director of Communications and Engagement when needed and work closely with communications colleagues at EMCCA and partner councils to develop and deliver pro-active, innovations campaigns and communications solutions that effectively tell EMCCA's story to all its audiences regionally and nationally.

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

- Work with the Director of Communications and Engagement and communications colleagues to develop and deliver EMCCA's corporate communications and engagement strategy.
- 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 media relations, digital and social communications.
- Work with senior colleagues, the Mayor, politicians and communications colleagues across the region to protect and enhance EMCCA's reputation through the development of proactive direct communications and media relations and robust reactive media responses.
- Deputise for the Director of Communications and Engagement when needed.
- Develop and maintain strong and effective relationships with regional, national and specialist media.
- Develop effective approaches to communications planning, scheduling and resourcing, using insight and data to measure communications outcomes.
- Lead the development of an innovative, digital first approach to communications using digital and social channels to communicate directly with EMCCA residents, partners and stakeholders.
- Lead the social media strategy as part of the wider communications approach, ensuring that it reflects best practice across the sector.
- Lead the management and development of the EMCCA website, working with colleagues to deliver a best in class website.
- Ensure media monitoring, evaluation and research systems are in place across the communications team and use insight and data to support the effective delivery of direct communications channels.
- Work collaboratively and provide communications and engagement guidance as required.

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)

Experience and Skills:	<ul style="list-style-type: none"> • Experience of operating at a senior level with responsibility for multi communications channel delivery. E • Good understanding of the political and social environment that EMCCA operates in. D • A proven track record of creative communications and the ability to translate ideas into effective action. D • Extensive experience of audience management and engagement, digital marketing and communications, media and PR. E • Extensive experience of delivering effective proactive and reactive media relations. E • Extensive experience of managing digital and social channels, including websites. E • Experience in delivering effective communications with a wide and diverse set of employees, partners, stakeholders and residents. E • Experience of dealing with reputational crises D • Experience of using insight and data to monitor, evaluate and deliver better communications outcomes E • Excellent communication and interpersonal skills E • Collaborative and good at building relationships at all levels, both internally and with a range of external stakeholders E • Takes responsibility E • Celebrates and is proud of success E • Supports others and works well with a team E • Creative and challenges tradition E
Qualifications, Training, CPD:	<p>Education to degree level or equivalent D</p> <p>Qualification in communications specific area – eg NCTJ, CIPR, D</p>

Political Restriction	This is a politically restricted post	
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