

ROLE PROFILE

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| Job Title: | Media and Communications Manager | Job Code: | UTG10 |
| Department: | Urban Transport Group | Version: | 1.0 |
| Reports To: | Director | Date Created: | August 2017 |
| | | Grade: | L |

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| 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:

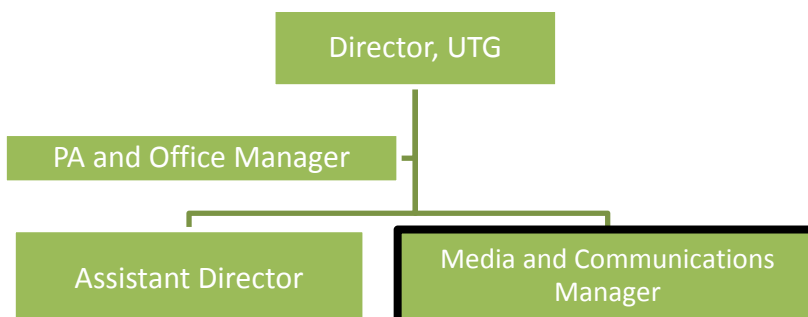
To be the most effective and influential network of its type in the UK and the most effective and influential national federation of urban transport authorities internationally (among comparable nations).

To achieve this we will:

Be forward thinking and constantly scan horizons for new trends, opportunities and developments enabling the network to respond to change in an agile and effective way.

Our organisation contributes to this by:

Making the case for urban transport, particularly for the funding and powers required to enable the planning and delivery of transport networks that support inclusive and sustainable growth.



Job Overview:

- Ensure there is a consistent approach to promoting the organisation’s activities in a way that enhances its reputation.
- Proactively promote awareness and understanding, both internally and externally, of the organisation’s activities, responsibilities, aspirations and achievements.
- Advise the Director & Senior Managers on how best to maximise strategic and tactical communications and public affairs opportunities to achieve the organisation’s objectives.

- © Take a pro-active approach to participating in, and delivering, the Urban Transport Group’s objectives.
- © Demonstrate commitment to corporate processes and ensure that these are delivered at all times.
- © 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:

- Develop, plan, manage, deliver and evaluate integrated, multi-channel communications and marketing campaigns aimed at promoting the full breadth of UTG's activities to target trade, professional, national and international audiences - covering corporate communications, marketing, digital marketing, PR, Stakeholder Communications, Internal Communications and project-related activity.
 - 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.
 - 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 Director and project leads on how the organisation could use them to meet business objectives.
 - Be a self-starter taking the initiative to achieve the goals set by the Director.
- Ⓢ 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 CA's Health and Safety Policy.

Impact & Influence:

- Advise the Director on strategic and tactical communications and public affairs opportunities to achieve the organisation's objectives by monitoring news stories and political developments regionally and nationally. Includes monitoring debates, bill readings and other developments in the House of Commons, mapping stakeholder relationships and researching key influencers' areas of interests.

- Establish & 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.
 - Initiate and develop strong relationships and networks with media outlets and stakeholder groups to ensure that UTG is 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.
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- © 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 Degree level, with relevant professional qualification in marketing, PR or communications or equivalent extensive experience
 - © Practical experience of successfully performing in a similar role.
 - © Highly developed communication skills, with strong writing fluency and experience of press/media handling gained through comprehensive experience in the field.
- 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
 - Experience of developing integrated communications and marketing campaigns.

People:

- © Experience of effectively contributing to team objectives.
- © Exceptional written and verbal communication skills.
- © Experience of effectively contributing to organisational vision.

Technical:

- Significant experience of writing, editing and proofreading high quality copy for multiple target audiences, often in limited timeframes.
- Capable of managing communications challenges in a fast paced and high pressure environment.

Impact & Influence:

- Significant ability to continually shape and refine communications and marketing processes and shares recommendations with colleagues and stakeholders
- Excellent knowledge of and/or ability to build excellent relationships with regional, national and trade media and suppliers
- Experience of leading, negotiating and influencing stakeholders.

OUR VALUE & BEHAVIOURS

We are proud of our culture, which is supported by our values and behaviours. You'll want to get the full picture of how we work together to achieve our shared Vision, you can find these on our website.