



Comms consultancy spec

The Urban Transport Group is the voice of urban transport for the UK which brings together the public sector transport authorities for the largest urban areas.

We have three main roles:

- a professional network that learns from each other and saves money for its members through co-commissioning
- making the case for urban transport – including the funding and legislative powers our members need
- providing thought leadership on urban transport by making the connections between transport and other policy areas and through looking ahead at likely future social, technological change and the implications for the sector

We have a team of six based in our office in central Leeds.

Following a recent rebrand, Urban Transport Group (UTG) and an expanded role we are looking to improve our communications work and reach by taking on a communications and PR professional to assist in the running and development of UTG's regular communications, as well as the development of the organisation's communications strategy.

Current communications work is performed by various members of the UTG team, in addition to their core roles. We are looking for professional comms and PR expertise to allow us to make our communications more consistent, while giving space for us to better plan our future approach.

The role would be assistive and facilitative, taking on regular PR and social media duties, working with the other members of the team to help their communications work, as well as working to refine the UTG brand and voice.

This work will be performed with the aim of turning UTG's currently reactive approach to being more proactive one that seeks to generate and inform discussion. We are looking for someone who can help us to make our communications output more regular and consolidated, and from there help us to ask - and answer - questions about future communications strategies.

The chosen professional will have the ability to take a pro-active approach, directing their own work and leading the communications work of other team members, as well as helping UTG to recognise areas of potential for new engagement and working with management and team members to refine strategy and tactics on an ongoing basis.



As such, the relevant person must be happy directing their own work, as well as being capable of working with others to develop guidelines and policy for UTG's communications as a whole.

The consultant we are looking for:

- Significant experience in PR and comms including track record of securing media coverage through press work and media contacts
- Thorough understanding of effective ways of working with contemporary media and background in taking a pro-active approach to identifying opportunities for increasing media coverage of an organisation
- Confident copywriter and copy-editor, able to turn around new press releases, blog posts, social media content, etc, to a high standard, as well as to edit the content of other staff members and stakeholders where necessary
- Experience in maintaining an active and regular social media presence
- Experience in editorial and in ensuring an organisations comms output is consistent in style and quality
- Experience in producing media and comms policies and guidelines for organisations
- Ability to work in a self-guided manner and to lead on UTG's communications, working actively to develop a responsive and active brand voice
- Strategic approach and insight, able to guide an organisation's communications and see new areas of potential, and how to exploit that potential

Depending on the skills and availability of the consultant there is scope for flexibility on hours, period of the contract, working location and so on.

However the base case would be 21 hours per week for a period of three months.

If you are interested then send your CV to jonathan.bray@urbantransportgroup.org