

Job Description

Post Title: Strategic Communications Manager – Digital

Directorate: Communications

Reports to: Head of Communications

Direct Reports: 7

Role Summary

WMCA is committed to building a healthier, happier, better connected and more prosperous West Midlands. This is our vision. Our Values are central to how we work and interact with our wider partners and stakeholders.

To lead digital communications for the WMCA, the Mayor and TfWM to maximise the impact of our digital presence and ROI on paid digital campaigns.

Develop and deliver a digital communications and campaigns strategy that takes a customer-led approach.

To provide cross-functional communications advice to a dedicated directorate and develop a communications plan that will support the delivery of the directorate's objectives. To convene and lead a cross-functional communications team for the directorate.

What will you be doing?

- Develop and deliver a digital communications strategy that takes a customer-led approach and maximises the organisation's presence on all digital channels.
- Oversee the evaluation of performance of digital communications and channels to support a culture of continuous improvement.
- Accountable for the strategic development and implementation of proactive marketing and information services provided through digital channels.
- Oversee any paid-for digital advertising for the organisation to maximise impact and value-for-money.

- Provide a business partner service for a directorate which includes providing cross-functional communications advice; developing a communications strategy for the directorate; and convening and leading a cross-functional communications team to deliver for the directorate.
- Lead on the development and delivery of an overarching digital communications strategy for the WMCA, the Mayor and TfWM, instilling a customer-focused approach across the team.
- Responsible for management of the website and all social media channels to ensure consistency and impact.
- Working with the Digital Design Team, you are responsible for all multimedia assets for the WMCA, the Mayor and TfWM including photography and film, ensuring consistency with the brand whilst engaging audiences.
- Establish and chair a regional digital communications group with key partners.
- Provide strong and motivational leadership to continuously improve performance and have a strong focus on development for team members.
- Manage the digital communications budget.
- Act as a communications business partner for a directorate which requires:
 - Drawing together and leading a virtual communications team
 - Developing and delivering a cross-functional strategic communications plan
 - Developing an in-depth understanding of the directorate and
 - Developing links with key stakeholders relevant to the directorate

Person Specification

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>			Assessment Method		
Experience	E	D	App*	Int**	Other***
Substantial experience of working in a senior digital management role. A track record of successful development and delivery of digital campaigns and projects.	X		X		
Knowledge / experience of media buying for digital channels.	X		X		
A proven knowledge of current standards and best practice in the fields of user experience, information architecture and content management strategy; and a good knowledge of accessibility principles as applied to digital content. You will	X			x	

be able to demonstrate a thorough understanding of the use of analytics to benchmark, audit and improve digital content.					
A proven track record of designing and implementing strategic communications plans.	X		X		
Experience of successfully managing a team that includes a focus on quality of work and development of staff.	X			x	
Ability to work with a high degree of autonomy, confidentiality and diplomacy along with the ability to challenge and influence.	X			x	
Good interpersonal skills and the credibility to advise business leaders. Ability to build constructive and collaborative working relationships across all stakeholders	X			x	
Excellent digital and visual communication skills.	X			x	
Skills/Knowledge/Abilities	E	D	App	Int	Other
Experience of delivering more than one communications function.	X		x		
Knowledge of the public sector is desirable.		X	x		
Experience in a political organisation is desirable.		X	x		
Qualifications/ Professional Memberships	E	D	App	Int	Other
Education to degree level (desirable).		X	X		
Membership of an appropriate professional body (desirable).		X	X		
A recognised social media qualification would be an advantage.		X	x		

* Application

** Interview

*** Details will be shared at interview stage

Core Expectations

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

Value	Competency	Behaviour
Collaborative	Team Focused	Works as part of team, managing and leading.
	Service Driven	Customer, resident and partner focussed.
Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.

Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

Health and Safety

All employees have a duty to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health and safety.

Equality and Diversity

To promote and champion equality and diversity in all aspects of the role

Learning and Development

To participate in and take responsibility of any learning and development required to carry out this role effectively.

Performance Management

To actively engage in the performance management process and take responsibility for managing performance outcomes.

GDPR (General Data Protection Regulation)

To ensure the reasonable and proportionate protection, processing, sharing and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.

Other

There may be a requirement to work outside normal office hours on occasion to meet work deadlines, give presentations, attend meetings etc., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis