



Job Description

Post Title: Head of Communications

Directorate: Communications

Reports to: Director of Communications

Direct Reports: 4

Salary Band: C010 - Head of

Key Relationships: Executive Directors, TfWM Directors and Heads Of

Role Purpose

Working with the Director of Communications, you will be responsible for the function and continual improvement of the communications service. You will be a highly experienced communicator with a proven track record of managing, evaluating and adapting service delivery. You will also be highly experienced in delivering long-term communications strategies in a political, complex or contentious environment.

Responsibilities

- Represent the Communications function in key tactical meetings and, on occasion, deputise for the Director of Communications at meetings with very senior stakeholders
- Be responsible for evaluating the delivery of press, events, internal and digital communications and implementing practices for continuous improvement
- Develop and maintain strong relationships with senior WMCA staff to gather a close understanding of the Directorates and their communication requirements
- Support the Director of Communications in developing and delivering the corporate communications strategy by managing a flexible multi-channel resource that can be adapted to focus on the WMCA's priorities
- Provide robust, creative and strategic communications advice to Directors and the Mayor of the West Midlands, as appropriate
- Oversee the development and delivery of key communications campaigns for the WMCA delivered through collaborative working with external partners

- Oversee the function and presentation of official external communication channels including the website, social media and newsletters
- Be responsible for gathering audience insight and performance data that will inform the function and requirements of communications
- Commit to the development of the communications function ensuring it showcases best practice.
- Overall responsibility for the management of budgets for press, events, digital and internal communications.

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***
Extensive experience of working in a senior communications role with experience across multi-channel communications strategies	X				
Evidence of collecting audience insight and performance metrics and communicating them in a clear manner	X				
Evidence of using data and insight to develop impactful communications strategies	X				
Experience of using performance metrics to demonstrate value-for-money and impact from communications activities	X				
Experience of delivering long-term communications strategies that have been adapted to changing internal or external priorities	X				
Demonstrable experience of using insight and evaluation to challenge established practice and introduce service improvements	X				
High level of experience delivering front-line communications (e.g. press office, events, spokesperson)		X			
Experience in extensive data acquisition or handling		X			
Skills/Knowledge/Abilities	E	D	App	Int	Other
High quality verbal, interpersonal and written communications skills	X				
Political awareness with an ability to achieve results in a political environment where there are competing agendas		X			
Qualifications/ Professional Memberships	E	D	App	Int	Other

Educated to degree level (or higher)		X			
Recognised association qualification		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