



Job Description

Job Title:	Political and Digital Communications Officer
Directorate/Team:	Mayor's Office
Location:	16 Summer Lane or other site/location
Responsible to:	Director of Mayoral Strategy
Responsible for:	N/A
Key working relationships: (internal)	Mayor, Mayoral Chief of Staff, Director of Mayoral Strategy, Mayoral Strategic Advisor, WMCA Communications, Policy Leads and Public Affairs colleagues.
Key working relationships: (external)	Regional political office, local stakeholders and elected members in the West Midlands

Purpose of the Post

The Political and Digital Communications Officer will act as the Mayor's core advisor on political and digital engagement, working closely with senior members of the Mayoral team to ensure the Mayor is politically well-prepared, digitally visible and publicly resonant. This role includes overseeing social media and digital campaigning strategy, attending events and visits to capture compelling multimedia content, developing narrative-led political messaging and liaising with local and regional political stakeholders.

You will provide support that strengthens the Mayor's political and digital positioning, contributes to long-term strategic goals and ensures the Mayor is engaging audiences both online and offline. The role requires strong digital instincts, political nous and creative communications judgement in a fast-paced and trusted environment.

Accountabilities

The Political and Digital Communications Officer is accountable for ensuring the Mayor is politically well-informed, well-represented and strategically supported across all engagements and public appearances.

They will be responsible for maintaining an up-to-date understanding of the regional and national political environment, anticipating political developments and helping shape the Mayor's positioning in response. The postholder will work closely with the Director of Mayoral Strategy and Mayoral Strategic Advisor to ensure political messaging, stakeholder engagement and public communications are aligned with the Mayor's priorities. They will be expected to proactively identify opportunities to raise the Mayor's profile, strengthen political networks and enhance the impact of visits, events and media activity. Through high-quality briefings, content creation and close on-the-ground support, they will contribute to the delivery of the Mayor's strategic aims and long-term political goals.

Responsibilities

Strategic

- Work with Director of Mayoral Strategy to execute of the Mayor's social media and digital campaigning strategy, including content calendars, channel growth and campaign messaging.
- Monitor and interpret developments in national and regional politics to advise the Mayor on political opportunities, threats and emerging narratives.
- Work with the Director of Mayoral Strategy and Mayoral Strategic Advisor to shape and communicate the Mayor's political agenda in alignment with strategic objectives and manifesto delivery.

- Champion innovation in political communication, using trends, influencers, or platforms to expand reach and engagement with underrepresented audiences.
- Contribute to the development of political messaging and long-term political positioning to support the Mayor's visibility and leadership across the West Midlands and nationally.
- Identify and develop strategic opportunities for political engagement, narrative-building, and media coverage that strengthen the Mayor's influence and public profile.
- Work flexibly and with integrity to meet the needs of the WMCA and the Mayoral team.

People

- Build and maintain strong working relationships with political stakeholders, including MP's offices, councillors and community leaders.
- Accompany the Mayor to key events, meetings, and public appearances, ensuring he is well-briefed and politically supported.
- Coordinate with WMCA Digital Communications team to ensure digital campaigning aligns with broader comms objectives and strategic positioning.
- Advise on digital responses to emerging issues or political moments, ensuring rapid and strategic communication online.
- Liaise with WMCA colleagues, external stakeholders, and political contacts to coordinate responses, arrange meetings, and ensure political alignment.
- Represent WMCA in a professional manner at all times.

Operational

- Manage Mayor's current social media channels including Facebook, Instagram, X and LinkedIn. Whilst also extending his presence to other social media channels that are not currently used by the Mayor.
- Provide timely, accurate, and politically sensitive briefings to the Mayor ahead of visits, speeches, and stakeholder engagements.
- Create high-quality visual and written content (photography, videos, graphics, social media posts) that supports political messaging and public engagement.
- Support the planning and delivery of political aspects of Mayoral visits and events, ensuring clear objectives and follow-up actions.
- Use data and digital insights to evaluate and refine audience targeting, engagement, and content performance.
- Collaborate with the WMCA Communications to ensure content shared across digital channels is resonant and audience-focused.

Financial

- Work within approved budgets for travel, communications materials or event support, with oversight from senior team members.
- Ensure Value for Money and follows the appropriate governance processes for dealing with any financial activities.

Other

- Respond flexibly to the demands of the political environment, including occasional out-of-hours work and rapid response to political developments.
- Handle politically sensitive information with discretion, professionalism, and confidentiality.
- Undertake any other duties reasonably required to support the Mayor, Chief of Staff, Director of Mayoral Strategy, or Mayoral Strategic Advisor in delivering strategic and political priorities.

Person Specification					
Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
Experience	E	D	A	I	T
Experience of preparing written and verbal briefings		X	X		
Experience delivering digital campaigning and social media strategy for a political figure, organisation or cause (e.g. MP, party, campaign, NGO or trade union).		X	X		
Experience working in a political or communications role (local government, party, MP's office, campaign or think tank).		X	X	X	
Strong grasp of UK political structures and processes, including devolution and local government.	X		X	X	
Experience producing political messaging, including visual and digital content.	X		X	X	
Experience of working in a fast-paced environment	X		X		
Experience supporting or advising senior political figures.		X	X	X	
Experience of managing projects		X	X		
Skills / Knowledge	E	D	A	I	T
Knowledge of the relevant policy areas, national and local government policy and current political situation	X		X	X	
Proven track record in growing digital audiences and using insights to drive narrative-led campaigning.		X	X	X	
Strong knowledge of social media platforms, tools, trends, and analytics (e.g. Meta Business Suite, TikTok, Twitter/X Analytics, Sprout, Hootsuite).		X	X	X	
Excellent political storytelling and digital content creation skills, including short-form video and meme-able/viral formats.	X		X	X	
Strong political instincts and awareness of political risks, opportunities, and strategy.	X		X	X	
Understanding of political and organisational processes and experience of managing political/organisational sensitive issues.	X		X	X	
Ability to rapidly generate reactive digital content in response to political developments.	X			X	X
Excellent communication skills, with the ability to write politically astute briefings and social media content.	X		X	X	
Ability to work with a high level of accuracy to tight deadlines	X		X		
Knowledge of social media channels and trends, and confidence in using them for political impact.	X		X		
Ability to use research and analysis to help identify and/or resolve complex issues and challenges.		X	X	X	
Excellent interpersonal and stakeholder management skills.	X		X	X	
Ability to prioritise own workload	X		X		
Ability to work proactively with a variety of senior stakeholders	X		X		
Ability to work independently as well as a member of a cross-functional team	X		X	X	
Qualification / Education / Training	E	D	A	I	T
Competence in photography, short-form video creation, and basic graphic design (e.g. Canva, Adobe Express, or similar).	X		X		

Key: A = Application, I = Interview, T = Testing/Assessment

Core Expectations

Health, Safety & Wellbeing	All employees have a duty to take reasonable care for the health, safety, and wellbeing 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, safety, and wellbeing.
Equality & Diversity	Promote and champion equality and diversity in all aspects of the role.
Learning & Development	Participate in and take responsibility of any learning and development required to carry out this role effectively.
Performance Management	Actively engage in the performance management process and take responsibility for managing performance outcomes.
GDPR	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.
Adherence to Policies	Be aware of and comply with all organisation policies.
Other	There may be a requirement to work outside normal office hours on occasion, including a requirement to work within stakeholder and partner offices within the WMCA constituent area on a regular basis.

Values

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 Focussed	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.

Additional Post Requirements

Essential Car User		Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes ☒	No ☐	Yes ☒	No ☐	Basic ☐	Standard ☐	Enhanced ☐	None ☒	Yes ☐	No ☒

Job Evaluation Details

Date Evaluation Agreed	Job Family	Level/Grade	JEP Reference
7/10/2025		SP32-SP36	642