

Job Description

Job Title	PR & Communications Manager
Directorate	Neighbourhoods and Housing
Service Area	Liverpool City Region Destination Partnership
Grade	9
Competency Level	2
Salary	£51,356 - £56,673
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not applicable
Job Evaluation Ref No	A10449

Job Purpose

Liverpool City Region Destination Partnership (LCRDP) is the Local Visitor Economy Partnership (LVEP) for the region. It is responsible for promoting the six local authority areas as a global destination for visitors, conferences and investment. Its remit includes communicating the city region's brand positively and imaginatively to local, national and global audiences. Working with partners in business, cultural organisations, educational institutions and community groups it promotes Liverpool City Region as a great place to live, work, visit, invest and study.



A main priority is to ensure Liverpool City Region can compete with other core cities, increase appeal, attract major events of national/international profile and increase visitor numbers, economic impact and global media coverage – to unlock the true potential of one of the UK's most powerful attack brands.

The Destination Management Plan is the guiding compass for promotion and delivery within a new funding and governance landscape.

As PR & Communications Manager you will be responsible for developing and delivering the communications and media relations strategy for Liverpool City Region Destination Partnership (LCRDP).

Weekend and out-of-core hours' work/delivery is an expectation of this role.

Directly Responsible To:

Head of Marketing

Main Areas of Responsibility:

- Support the objectives outlined in the Destination Management Plan and develop and implement a communications, media and stakeholder engagement strategy for the Liverpool City Region
- Collaborate with partners in our local authorities and private sector businesses to coordinate and support communications activity across the city region
- Work in partnership with LCR Combined Authority and Liverpool City Council as funders of LCRDP, adopting and fostering an inclusive and collaborative working relationship.
- Lead on communications and media relations for Liverpool City Region Destination Partnership (LCRDP) and its associated brands, internal and external, to inform, engage and protect the reputation of the organisation

- Create compelling and creative copy and content across all channels (internal and external) such as press releases, newsletters, blogs, company announcements and speeches to drive engagement
- Establish effective communications with key stakeholders to build and strengthen relationships as well as building external support for the new organisation
- Identify opportunities to enhance public perception and promote the brand/s across various media platforms working with colleagues across the department
- Build and maintain strong relationships with journalists (consumer and trade), influencers, and media outlets
- Act as the primary point of contact for media enquiries, writing and distributing press releases, providing media briefs, coordinating interviews and responding to press requests to generate positive media coverage
- Develop and produce high-quality content for traditional and digital media outlets
- Collaborate with LCC and CA Comms teams and where appropriate, including the Mayoral Office, to ensure consistency and alignment in brand messaging across all platforms
- Develop crisis communication plans and manage communication during crisis situations
- Plan and manage press conferences, media briefings, journalist FAMS and other promotional / launch events
- Represent the company at industry events, conferences and trade shows as needed
- Monitor media coverage, public sentiment and brand perception and measure the effectiveness of PR campaigns, providing regular reports and insights to leadership to inform strategy

- Build and maintain relationships with city region partners, PR agencies, local authorities and national government bodies including VisitBritain and VisitEngland

Supervision and Management Responsibility:

- While not directly responsible for staff, the postholder will be expected to manage media appropriately and guide and brief senior figures such as board members, MPs and those in the private sector in relation to PR and comms matters

Budget and Financial Responsibility:

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact
- A small media budget is to be allocated for the postholder to manage

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- On occasion this role will involve attending events that will require standing for long periods of time and outdoor working
- This role will require out of hours working including evenings and weekends when required

Corporate Responsibility:

- Contribute to the delivery of the LCRDP Destination Management Plan
- Deliver and promote excellent customer service, externally and internally
- Commitment to customer excellence by dealing with customer feedback including complaints and learning from feedback in the drive for continuous improvement
- Making LCRDP a great place to work, living the values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Support LCC's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the LCC's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level **2**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Degree or relevant qualification in public relations, communications (A/I)
- Relevant experience based in directly relatable sector (A/I)

Desirable

- Qualifications/training that demonstrate communications skills

Experience

Essential

- Experience of working in a communications role at a senior level, with the ability to draft communication strategies and tactical plans regularly (A/I)
- Ability to lead on and find solutions to complex issues using creative thinking and strong analysis (A/I)
- Proven track record demonstrating ability to secure media coverage across a range of consumer and trade titles (A/I)
- Sound media relationships across a range of press (TV/ Print/ Digital) (A/I)
- Sound financial budget management with the ability to make financial decisions based on available budget (A/I)
- Excellent written and verbal communication skills, with the ability to craft clear, engaging messages (A/I)



- Strong interpersonal and relationship-building skills (A/I)
- Demonstrable experience managing a range of senior stakeholders with an understanding of LCR partners and stakeholders and their respective importance in relation to LCRDP's position (A/I)
- Ability to present to senior stakeholders (A/I)

Desirable

- Experience of working in the visitor economy sector

Skills/Abilities

Essential

- High level of organisational skills and attention to detail (A/I)
- Ability to influence and negotiate with key media (A/I)
- Ability to manage multiple projects simultaneously and meet tight deadlines (A/I)
- Proficiency in media monitoring tools, social media platforms, and Microsoft Office Suite (A/I)
- Experience managing crises and developing communication plans (A/I)
- Creative thinker with a proactive approach to problem-solving (A/I)

Desirable

- A self-starter with a high level of initiative and the ability to act independently
- Ability and enthusiasm to get involved in the wider work of the team
- A passion for and knowledge of communications and interest in development

Commitment

Desirable

- The prospective candidate is expected to be dedicated, adaptable and passionate about the City Region's tourism and hospitality sectors
- The prospective candidate must recognise the importance of the City Region's visitor economy and the positive impact it has on local communities
A strong belief in the value of tourism will drive forward this commitment
- Commitment to engaging with the local visitor economy community to build goodwill and support initiatives
- A commitment to attending industry conferences, networking events, staying abreast of tourism trends and embracing new technologies will enhance the effectiveness of the role and open doors for collaboration and growth
- A commitment to sustainability and sustainable working practices
- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council
- Be prepared to undertake any duties or assist with other projects as directed

Other

Desirable

- Driving licence
- Working outside of traditional working hours