

Job Description

Job Title	Communications Manager – Campaigns, Culture, and Leisure
Directorate	Strategy and Change
Service Area	Communications and Engagement
Grade	8
Competency Level	2
Salary	£46,142 – £51,356
Job Type	Hybrid
Location	Cunard Building
Disclosure and Barring Service (DBS)	Not applicable
Job Evaluation Ref No	A10116

Job Purpose

To effectively amplify and coordinate all marketing campaigns, ensuring maximum reach and impact.

Celebrate the distinctive, globally attractive city, driven by a diverse, accessible, and inclusive culture that helps drive tourism and attract visitors.



Working closely with Culture Liverpool and the Liverpool City Region Destination Partnership team, support the city's cultural assets, libraries, sports facilities and leisure centres.

Promote the events and activities taking place in parks, open spaces and communities across the city. Working closely with the Halls and Film Office team to help promote events and activities.

Directly Responsible For:

Marketing Officers; Graphic Designers; Videographers; Digital Communications Officer

Directly Responsible To:

Head of Communications, Marketing, and Media

Main Areas of Responsibility:

- Support the Leader, Cabinet, members, corporate management team and other stakeholders through the provision of communication strategies, advice and compelling content
- Provide support to the Director of Communications in delivering Liverpool City Council's aims, core values and business objectives
- Create effective and impactful communication strategies which enable the delivery of agreed service objectives and outcomes
- Create high-quality written materials, concepts and advice, specifically articles, blogs, news releases and social media copy
- Provide on-site media support at City Council organised events, which can involve working outside of normal work hours

- Build relationships with members, corporate management team, staff and local partners
- Brand lead – ensure the image, identity and brand of the Council is protected, promoted and enhanced
- Marketing lead – drive effective marketing and promotion of Council services and events to increase awareness and income where appropriate
- Work with Liverpool partners to ensure alignment of marketing campaign messages to deliver effective implementation and operational event communications and planning
- Manage the videography team and graphic designers to craft and produce compelling video, stills and graphic assets
- Write and curate the daily Agenda newsletter for all staff
- Produce the weekly Mersey Views newsletter for residents
- To contribute to the effective delivery of the Communications team's objectives of news management, internal communication, external communication, behaviour change campaigns, reputation risk management and external reputation assessment
- To assist in the strategic support to the corporate management team, elected members and portfolio members through the provision of communication strategies, products, advice and channels to key audiences
- To develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken

Supervision and Management Responsibility:

- Ensuring activities are planned to include meaningful one to one conversations, quality annual appraisals and regular workforce planning and development
- Manages performance and behavioural issues effectively

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
- Drive effective campaigns to improve income, such as event ticket sales

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:

- The post holder may be required to stand for long periods of time at outdoor events

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Delivering and promoting 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 the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council'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 City Council'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: **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 equivalent qualification in communications, marketing, event management, journalism, public relations or a related field (A)

Desirable

- Membership of a relevant professional body (e.g. CIPR, CIM, PRCA)

Experience

Essential

- Substantial experience of working in Local Government or complex highly pressured environment /organisations (A/I)
- Experience of managing a multi-disciplined team (A/I)
- Active listening and being able to decipher complex concepts and language (I)
- Experience of working to and meeting multiple deadlines (I)
- Strong writing, editing, and storytelling skills across a range of formats and audiences (I)
- Substantial experience of working in a comparable role in communications or marketing (A/I)
- Experience of stakeholder engagement and event organisation (A/I)

Desirable

- Understanding of behaviour change principles and social marketing
- Familiarity with Liverpool's communities and public health priorities

Skills/Abilities

Essential

- Experience of creating and managing schedules of work, including forward plans and campaign plans taking into account reactive and urgent asks (A/I)
- High level organisational skills and attention to detail (I)
- Experience of using content management systems such as WordPress and SharePoint (I)
- A self-starter with a high level of initiative and the ability to act independently (I)
- A passion for, and deep knowledge, of modern communications methods, including digital communication (I)

Desirable

- Ability to approach communications from a customer/audience perspective
- Ability and enthusiasm to get involved in the wider work of the team
- Creative flair

Commitment

Essential

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council (A/I)



- Commitment to quality and personal accountability in all areas of work (I)
- Commitment to and understanding of equal opportunities (I)
- Working outside traditional working hours at times (I)

Other

Desirable

- UK driving licence