

## ROLE DESCRIPTION

<b>Job Title</b>	Director of Strategic Communications & Corporate Affairs
<b>Salary Band</b>	Competitive
<b>Reporting to</b>	LCRCA Chief Executive
<b>Directorate</b>	Chief Executive
<b>Service Area and sub area</b>	Corporate Communications, Marketing, Public Affairs (including Government Relations) The Offices of the Mayor and the Chief Executive
<b>Abbreviations</b>	LCRCA- Liverpool City Region Combined Authority LCR- Liverpool City Region CA- Combined Authority SPADs- Special Advisors
<b>Political Restriction</b>	Yes

<b>1. Primary Purpose of the Post</b>
<ul style="list-style-type: none"> <li>To lead the development and implementation of a Strategic Communications and Corporate Affairs strategy that is outcome focussed and enhances the proposition and messaging of the Mayor and the Combined Authority regionally and nationally, leading to increased understanding, recognition, impact, and influence.</li> <li>Shape, lead and deliver a new and integrated Corporate Affairs function overseeing coordination between the Offices of the Mayor and Chief Executive, Mayoral, Corporate and Internal Communications, Marketing and Public Affairs inc. Government Relations.</li> <li>Build alliances and partnerships with a wide range of stakeholders, often with competing demands, including national and local media, government departments including ministers and their SPADs, agencies, businesses, think tanks and community bodies to amplify the impact and influence the Mayor and the Combined Authority has regionally, nationally and internationally.</li> </ul>
<b>2. Your responsibilities</b>
<ul style="list-style-type: none"> <li>To develop and implement a Corporate Affairs Strategy (that includes Communications and Public Affairs) built in collaboration with the Mayor, Combined Authority, Chief Executive, and Executive Leadership using creativity, diplomacy and innovation, that tells a compelling story of progress and vision, increases our impact and supports the delivery of the Combined Authorities priorities.</li> </ul>

- Provide counsel and advice to the Mayor, Combined Authority Chief Executive and Executive Team, on matters related to the reputation and influence of the Combined Authority.
- Establish strong relationships and collaboration with constituent local authorities, think tanks, national (including Government, Ministers. SPADs etc) regional and local stakeholders to support long term ambition and delivery of the Mayor's and Combined Authority's priorities.
- Build alliance, networks and partnerships across a wider stakeholder base to amplify the impact and influence the Mayor and the Combined Authority has regionally, nationally and internationally.
- Provide strategic leadership and guidance to ensure that all communication and public affair campaigns and plans align with the LCRCA long-term and short-term objectives, core values, brand voice and meet the nuances and requirements of the CAs various audiences.
- Direct and oversee the creation and distribution of compelling content, including press releases, corporate announcements, speeches, and other media communications
- Monitor and analyse the impact and effectiveness of communication and public affairs strategies and plan, making data-driven adjustments as necessary
- Stay abreast of trends, best practice, and emerging communication technologies to continually enhance the LCRCA Strategic Communication and Corporate Affair capabilities

### **3. General Corporate Responsibilities**

- To support the implementation of the City Region's Devolution agreement and wider strategic priorities.
- Effective leadership and management of staff within a Service/group of functions, encouraging a continuous improvement ethos to develop outstanding services/functions, where value for money is delivered and where innovation can flourish.
- Foster a positive working and learning environment, including the health safety and wellbeing of all staff, whilst ensuring accountabilities and priorities are clear to services, teams and individual. Ensuring a proactive management of employee relations, performance, and attendance.
- Own and manage the defined budget for the function; ensuring regular review and monitoring and the proactive action is taken as required
- Promote understanding of and adherence to LCRCA values by modelling appropriate behaviours and encouraging others to do likewise



- Contribute and lead on the preparation of corporate plans, risk register, budget management and resource planning for the areas of defined responsibility.
- Ensure effective performance management, actively engaging with Combined Authority's performance management framework, delivering all personal and Service performance targets as agreed, managing identified risks, and contributing to the management of Directorate and Corporate risks.
- Demonstrate the Combined Authority's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken; promoting full consideration of the equality impacts of decisions on all the Protected Characteristics. Advance non-discriminatory practices in all aspects of work undertaken.
- Ensure compliance with legislation and Combined Authority policies and procedures in relation to governance including supporting the scrutiny process and the completion of the annual governance statement
- Be a proactive and collaborative member of the Combined Authority's Senior Leadership Team, providing expertise, advice, and guidance as required.
- Display organisational behaviours of LCR First, Respect and Action Focus encouraging others to do likewise and role model the leadership expectations outlined in the Combined Authority Leadership Charter.
- Establish effective relationships and collaboration with constituent local authorities/bodies to support long term ambition and delivery of the Combined Authority Corporate plan.
- Ensure the development, provision and analysis of high-quality management information and documentation that is timely, accurate and meaningful.
- Embed a culture that places customers first, adopts a can-do approach and focuses on communities and working locally.
- Work with public and other relevant bodies to support LCR's communities, through services and activities which address local concerns, and which foster social capital and resilient communities.

It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.

This job description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

## PERSON SPECIFICATION

**Job Title:** Director of Strategic Communications and Corporate Affairs

<b>Criteria</b>		
<b>Qualifications and Training</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Relevant qualification e.g. Degree/ Master's degree in journalism, Communication, Public Relations, Public Administration, Political science.	<b>D</b>	<b>A</b>
Membership of CIPR	<b>D</b>	<b>A</b>
Leadership and Management Qualification	<b>D</b>	<b>A</b>
<b>Experience and knowledge</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Substantial experience of leading on successful corporate affairs (including communications and public affairs) in a large, complex political organisation	<b>E</b>	<b>A, I</b>
Experience managing high-impact public affairs campaigns	<b>E</b>	<b>A, I</b>
Proven experience of developing communications and engagement strategies for multiple stakeholders	<b>E</b>	<b>A, I</b>
Operating effectively within the decision-making framework and processes of an organisation including anticipating political (or comparable) appointees needs and responding to their feedback	<b>E</b>	<b>A, I</b>
Experience of developing and maintaining effective strategic working relationships with a wide range of stakeholders, with integrity, credibility and influence	<b>E</b>	<b>A, I</b>
Understanding of both Local and Central Government context	<b>E</b>	<b>A, I</b>
Proven senior level experience of leading and motivating teams, providing direction within a culture of delivery, effective managing of performance and continuous improvement	<b>E</b>	<b>A, I</b>
Demonstrated experience in crisis communications and issues management	<b>D</b>	<b>A, I</b>
Experience and understanding of the issues facing the Liverpool City Region or transferable skills that enable the absorption of quantitative and qualitative information about local and regional government, central government, and Westminster quickly and accurately	<b>D</b>	<b>A, I</b>



<b>Skills, abilities and personal attributes</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Strategic thinking and influencing skills	<b>E</b>	<b>A, I, AC</b>
Ability to manage Media Relations, Public Affairs and Marketing initiatives including the ability to be diplomatic and work with multiple stakeholders	<b>E</b>	<b>A, I, AC</b>
Able to deliver and lead others to prioritise work, working within a fast-paced environment providing a creative approach to problem solving	<b>E</b>	<b>A, I, AC</b>
Ability to be flexible and adaptable, with the ability to amend priorities due to changing circumstances	<b>E</b>	<b>A, I, AC</b>
Evidence of digital skills and proficiency, maximising the use of technology	<b>E</b>	<b>A, I, AC</b>

<b>Commitment and Behavioural Competencies</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
A commitment to follow and amplify the LCRCA agreed behaviours of LCR First, Respect and Action Focused.	<b>E</b>	<b>A, I, AC</b>
Demonstrates the highest levels of professionalism	<b>E</b>	<b>A, I, AC</b>
A commitment to providing a high-quality customer service and ensuring service standards are met across all areas of responsibility	<b>E</b>	<b>A, I, AC</b>
Demonstrates a commitment to Equality, Diversity and Inclusion	<b>E</b>	<b>A, I, AC</b>
Flexible approach to working hours and willingness to work flexibly as and when required	<b>E</b>	<b>A, I, AC</b>
Ability to attend meetings inside and outside the City Region	<b>E</b>	<b>A, I, AC</b>

**Note for Candidates:**

As part of our recruitment process, we will be using psychometric testing and stakeholder panels. Psychometric tests help us assess your cognitive abilities, personality traits, and job-related skills, ensuring a fair and unbiased selection.

Additionally, stakeholder panels, will provide diverse perspectives during the interview process.

These methods help us make well-rounded hiring decisions and find the best fit for both the role and our organisational culture

**Key to Assessment Methods:**

A - Application	I – Interview	P – Presentation	AC – Assessment
-----------------	---------------	------------------	-----------------