

Role profile

- **Job title:** Assistant Director, Transport Communications (tbc)
- **Grade:** SM level 6 (£69,858-£78,314)
- **Business area:** Communications and Engagement
- **Reporting line:** Director of Communications and Engagement
- **Team:** Communications and Engagement

Job Purpose

This role plays a critical part in shaping and delivering the communications agenda in one of the most ambitious, exciting and high profile regions in the country. With responsibility to develop and lead the transport team in a newly integrated communications function and deliver the associated communications strategy, working to the Director of Communications and Engagement and being part of the function's senior management team.

You will work closely with the Mayor of Greater Manchester, Transport Commissioner, Active Travel Commissioner, GMCA Group Chief Executive and TfGM senior management to ensure clear, aligned and consistent transport communications content and campaigns to support Greater Manchester and the organisations you work across to meet their strategic objectives.

As a senior leader you will be responsible for the leadership, development, and wellbeing of your team of communications professionals.

Key working relationships

- Mayor of Greater Manchester, Transport and Active Travel Commissioners
- GMCA Group Chief Executive and TfGM senior leadership team
- Director of Communications and Engagement, AD News and Media and AD Communications, Engagement and Campaigns
- GM senior leadership, including local authority Chief Executives, Leaders and relevant senior

officers

- A wide range of TfGM functions and teams
- Greater Manchester communications and media teams, and regional and national teams where appropriate
- Partner agencies in Greater Manchester and nationally, where appropriate

Key Responsibilities

You will be part of the senior management team of the communications and engagement function, which collectively develops and implements all communications and engagement strategies, plans and activity and provides leadership and development of the teams.

You will provide strategic leadership and management to the transport communications team. This will involve developing and overseeing delivery of the transport communications strategy and managing functions including internal communications, campaigns and behaviour change.

You will work very closely with the AD News and Media to ensure transport related media work is entirely aligned with the work of the wider communications and engagement functions. And you will link closely with partners across GM to do the same.

Specifically:

1. To develop and oversee delivery of the transport communications strategy and all relevant policies for the Mayor and Transport Commissioners against organisational and Mayoral strategic objectives, including, at times, those outside the organisational remit of TfGM.
2. Be a trusted adviser providing tactical and strategic communications advice to the Mayor, Transport Commissioners and senior leadership in TfGM.
3. Maintain and build excellent relationships with communications teams at local, regional, and national level, ensuring a strong presence and voice for the Mayor, Transport Commissioners, GMCA and TfGM.
4. Lead a high performing and delivery-focused communications team, creating an empowering, collaborative and creatively dynamic working environment.
5. To be involved in out of hours support offering advice and guidance to the team members on call, and to be part of arrangements for Greater Manchester's emergency planning communications processes
6. To Deputise for the Director of Communications and Engagement at Greater Manchester and national meetings where appropriate, including leading in specific areas of work around transport.

7. To manage the budget for transport related communications activity, commissions from internal teams and, where necessary, contracts with external agencies relating to this work.
8. To ensure the GMCA and TfGM communications and engagement team is positioned positively nationally and takes an active role in appropriate professional networks.
9. To represent GMCA and TfGM at regional and national meetings, demonstrating the organisational values of collaboration, empowerment, and delivery and working with and learning from colleagues across the country.

General

- To lead and manage the transport communications team, through inspiring a shared vision within the team; actively supporting their professional development and performance and recognising contributions to the successful running of the communications and engagement team.
- To be responsible for evaluating the impact of communications and engagement plans (and amend accordingly), including carrying out internal and external insight work, and to contribute to the teams' overall performance dashboard – our impact reports.
- To empower and enable the team to deliver their projects and work collaboratively; ensuring we are positioned positively nationally, and the teams take an active role in appropriate professional networks.
- To build alliances and networks in Greater Manchester and beyond, including the NHS, GMP and the voluntary and community sector, to design and support relevant activity involving the Mayor, Transport Commissioners, Greater Manchester portfolio holders and Chief Executives, TfGM and GMCA.
- To model the embedding of a communications culture across GMCA and TfGM, to include training in communication skills where appropriate.
- To play an active role in relevant organisational leadership networks
- To seek out innovative ways of improving the Communications and Engagement Team, the support they provide, and the organisations as a whole.

NB: This list of duties and responsibilities is by no means exhaustive, and the post holder may be required to undertake other relevant and appropriate duties as required.

General

1. To always hold yourself and others to a high standard of professionalism, demonstrating your commitment to our values and behaviours as well as ensuring service confidentiality is maintained throughout all we do.
2. Working with other teams internally and externally to maximise collaboration and supporting on activity where appropriate.
3. Ensure the services delivered internally and externally are inclusive and accessible, integrated with the service.

4. To align work area to the Sustainability Strategy and ensure work practices are inclusive of this value & strategic intent.

Knowledge, Skills, and Experience

Knowledge & Experience

- Significant experience in communications, engagement, journalism, or another relevant discipline or a post graduate / equivalent qualification.
- Professional qualification in Leadership / Management at Level 6 (or above) or equivalent relevant professional leadership and management experience.
- Evidence of continuing professional development e.g. CIPR, CIM etc.
- Knowledge of the political and business environment of TfGM, GMCA, and Greater Manchester.
- Knowledge of the national policy context for public services, transport, devolution and the implications for communications and engagement within this.
- Knowledge of media law and relevant local authority legislation and guidance relating to communications, media, and officers.
- Significant experience of issues and crisis management and successful reputation management.
- Significant experience of leading communications planning across a complex organisation and managing the delivery of that plan.
- Experience of working in, or with, a complex political, high-profile organisation at a senior level and advising senior leadership on communications, engagement and marketing issues.
- Experience of measuring and evaluating communications and engagement functions, with a view to adapting and changing to ensure success.

Skills, Values & Behaviours

- Ability to build and maintain effective relationships across different sectors – and handle significant challenge while protecting the professional relationships.
- Significant powers of persuasion and willingness to appropriately challenge senior leaders where appropriate.
- Excellent writing and planning skills and ability to interpret complex information quickly and effectively for differing audiences and purposes.

- Ability to react quickly and act effectively under pressure.
- Able to manage conflicting demands and juggle complex and high-profile stakeholders effectively.
- Creative and resourceful.
- Self-motivated and able to deal with a demanding workload and deliver consistently to deadlines.
- Ability to work flexibly and creatively as part of an effective team, building and maintaining positive relationships with colleagues.
- Commitment to high standards of customer care and public service.
- Commitment to collaborative and partnership working.
- Willingness to work out of office hours, including weekends.
- Requirement to travel outside the county to attend meetings etc. when required may include overnight stay.

FOR POLITICALLY RESTRICTED POSTS:

This post is a politically restricted post, as defined by the Local Government and Housing Act 1989 (as amended by Section 30 of the Local Democracy, Economic Development and Construction Act 2009) on one of the following grounds:

- the post is that of a Chief Officer or Deputy Chief Officer or
- the post has delegated powers to discharge the functions of the Authority; or
- the duties associated with the post include giving advice on a regular basis to the Authority, to Committees or Sub-Committees of the Authority (including member panels, Sub-Committees etc.) or to joint committees on which the Authority is represented or give advice to Executive Members, Committees or speak to the media.

The post holder has a right to appeal to the GMCA Chief Executive against the classification of their post as politically restricted.

Corporate Duties

Do not behave in way which discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability.

Safeguard at all times confidentiality of information relating to staff and pensioners. Refrain from smoking in any areas of Service premises.

Behave in a manner that ensures the security of property and resources. Abide by all relevant Service Policies and Procedures.

Records Management / Data Protection - As an employee of the GMCA, you have a legal responsibility for all records (including employee health, financial, personal and administrative) that you gather or use as part of your work with the Service. The records may be paper, electronic, audio or videotapes. You must consult your manager if you have any doubt as to the correct management of the records with which you work.

Confidentiality and Information Security - As a GMCA employee you are required to uphold the confidentiality of all records held by the GMCA, whether employee records or GMCA information. This duty lasts indefinitely and will continue after you leave the GMCA employment. All employees must maintain confidentiality and abide by the Data Protection Act.

Data Quality - All staff are personally responsible for the quality of data entered by themselves, or on their behalf, on GMCAs computerised systems or manual records (paper records) and must ensure that such data is entered accurately and, in a timely manner, to ensure high standards of data quality in accordance with Departmental protocols. To ensure data is handled in a secure manner protecting the confidentiality of any personal data held in meeting the requirements of the Data Protection Act.

Health and Safety - All employees of GMCA have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable GMCA to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the Service's undertakings.

Service Policies - All GMCA employees must observe and adhere to the provisions outlined in these policies.

Equal Opportunities - GMCA provides a range of services and employment opportunities for a diverse population. As a GMCA employee you are expected to treat all employees / partners / members of the public and work colleagues with dignity and respect irrespective of their background.