

JOB DESCRIPTION



Job Title: Senior Communications Officer

Reports To: Head of Marketing and Communications

Department/Location: Marketing and Communications, Head Office

Salary: £28,464 - £35,212 per annum pro rata | Grade: 8
16 hours per week across Weds, Thurs, Fri

Closing Date: 23 July 2018

Interview Date: 31 July 2018

Job Purpose:

Actively contribute to the day-to-day management and delivery of SYPTE’s Communication Strategies taking responsibility for SYPTE’s public relation strategy, media coverage and engagement, corporate publications, award submissions, stakeholder communications and events activities in order to protect and enhance SYPTE’s public image and reputation.

Organisational Chart:



Dimensions:

Actively contribute to the day-to-day management and delivery of SYPTE's Communication Strategy taking responsibility for SYPTE's Public Relations Strategy, Internal Communications Strategy, Media Relations and engagement, corporate publications, award submissions, stakeholder communications and events activities service in order to protect, enhance and proactively promote SYPTE's public image and reputation.

Budget: The Corporate Communications Team Revenue expenditure is around £200k per annum.

In conjunction with the Head of Marketing and Communications, provide an out of hours, on-call service to deal with any emergency communications issues.

General Responsibilities:

- SYPTE's aim is to provide the best Public Transport system possible. The objective is the pursuit of excellence in meeting the needs of all potential passengers.
- SYPTE is fully committed to the active promotion of equal opportunities in its capacity as an employer. It is the individual responsibility of every member of staff to seek to ensure the practical application of this policy.
- Under the Health and Safety at Work Act, all employees are required to take care of their own health and safety and that of other employees, and to co-operate with their employers in complying with their statutory duties.
- All Line Managers must ensure that SYPTE's Health and Safety Policy is implemented effectively along with ensuring safe working practices and conditions are in place within the areas under their control
- SYPTE and its Managers are fully committed to the learning and development of staff.

Responsibilities/Key Accountabilities:

1. Initiate, develop and deliver SYPTE's Communications Strategy and on-going tactical communications plans (as appropriate) taking responsibility for SYPTE's Public Relations actions, social, online and traditional media coverage and ongoing engagement, corporate publications and co-ordination of award submissions in order to protect, promote and enhance SYPTE's public image and reputation.
2. Act as SYPTE's lead media/public relations spokesperson where appropriate, and/or co-ordinate appropriate resources to ensure that the views of the organisation are clearly and accurately expressed, advising SYPTE on corporate information and associated media relations strategies.
3. Liaise with and provide support to the Marketing Team in the planning and delivery of any required communications activity necessary to deliver integrated strategic

or tactical marketing campaigns, to maximise the opportunities for positive media coverage and publicity, and specifically contribute to achievement of the campaign objectives.

4. Pro-actively manage awards entries through the production/design and writing of award submissions made on behalf of SYPTE as appropriate, ensuring that comprehensive and professional submissions are made on all occasions.
5. Determine and set the standards, processes and procedures to be applied in all areas of communications activities aligned to employee, customer and stakeholder requirements.
6. Actively drive the delivery of an integrated communications service working in partnership with Marketing, Design and Print, and any other departments as appropriate aligned to employee, customer and stakeholder requirements, and associated project deadlines.
7. Pro-actively project manage the production of high quality written content including communications planning/strategy documents, press releases and statements, briefing notes, stakeholder briefings, speeches (as required), messages, social media posts, blogs, fact sheets, case studies, internal and external publications, including all relevant Corporate Publications to ensure maximum impact, media coverage and enhancement to corporate reputation.
8. Work collaboratively with and influence effective working relationships with various stakeholders both internally and externally who have a direct or indirect impact on media output or communications activities as appropriate, in order to enhance and maintain SYPTE's public image and perception and that of public transport in general, and other sustainable modes, where appropriate to do so.
9. Manage the maintenance, development, monitoring and engagement of the SYPTE website and Intranet. To ensure accurate and timely information is published; continuing to maintain the process to provide continuity of service, and to prepare proposals and business cases for ongoing development.
10. Manage the design, development and delivery of campaign material required as appropriate, including the production of associated literature and communications outputs aligned to customer requirements, in order to maximise any such media and publicity opportunities.
11. Manage the maintenance of an effective core proactive and reactive press office function such as contact lists, media monitoring, message sheets and social media scripts.
12. Responsibility for monitoring and developing corporate brand and style guidelines to support the organisational objectives and priorities, in conjunction with the Head of Marketing and Communications.
13. Manage the effective utilisation of the team's budget, including management of the procurement process and any on-going contractual relationships/outputs as appropriate.
14. Any other duties commensurate with the post as directed by the Head of Marketing and Communications.

Planning and Organisation:

- Establish clear objectives that actively contribute to the delivery of SYPTE objectives and targets.
- To support the Head of Marketing and Communications to develop communications team activities and implement improvements to processes/services in order to meet SYPTE and Sheffield City Region Combined Authority (SCR CA) objectives and targets.
- Contribute to and actively demonstrate team working and liaison with others to improve cross-functional efficiency.
- Identify ways of improving team and organisational efficiency through the effective use of resources.
- Undertake tasks, assignments and projects outside of core activity to ensure that SYPTE maintains its operational flexibility in a changing business environment.
- Produce, maintain and manage reports and reporting processes to inform internal and external stakeholders and customers.
- Initiate project plans and progress reports identifying and utilising required resources (including Human Resources) effectively to maximise performance.
- Monitor, manage and encourage team engagement to ensure the effective delivery of all targets and objectives set.

Decision Making and Use of Judgement:

- Make day-to-day decisions on operational matters to aid the efficient functioning of the Corporate Communications & Engagement section.
- Actively participate in decision-making as part of the Marketing and Communications management team.
- Actively participate in organisational decision-making through membership of formal or informal groups or committees.

Essential Internal and External Relationships:

- Work collaboratively with other team members and other employees within SYPTE.
- Pro-actively develop and maintain good working relations with the media, including local and national publications, trade magazines, broadcast and online.
- Deal professionally with internal and external customers, suppliers, contractors and external service providers respecting the various needs for confidentiality.

- Negotiate and liaise with suppliers, contractors and external service providers to ensure best value/level of service for SYPTTE and its customers, as outlined within the Executive's procurement protocols and procedures.
- Act as departmental Business Continuity co-ordinator, ensuring the management of a dedicated web page for employees to log on to in the event of an emergency, and co-ordination of all associated tasks and any other appropriate responsibilities stated within the Executive's Business Continuity plan.

**Person Specification – essential (E) & desirable (D)
(How identified – application form (A) & interview (I))**

Knowledge	E/D	A/I
• Educated to A Level standard or equivalent (must include English language to GCSE level)	E	A
• Communications, Journalism, Public Relations or English based qualification or equivalent, preferably at degree level	E	A
• Development and delivery of an effective Social Media Strategy across multiple platforms	E	I
• Experience in driving effective communications engagement and broader brand presence through online channels, such as SEO, website, and email campaigns	D	I
• Knowledge of Web Management Software	E	I

Skills	E/D	A/I
Administration skills – <i>Process complicated procedures</i>	E	I
Analytical and numeric skills – <i>Interrogates and analyses data to gather relevant information</i>	E	I
Computer literacy skills – <i>Uses computer technology to support performance</i>	E	A/I
Financial and commercial awareness – <i>Maintains good financial control over resources</i>	E	I
Literacy skills – <i>Adapts written communication strategies and styles to specific audiences</i>	E	A/I
Project Management skills – <i>Manages own contribution to project success</i>	E	I

Behavioural Competencies	E/D	A/I
<u>Living our Values:</u>		
Customer & Stakeholder Driven – <i>Works to add value for the customer/ stakeholder</i>	E	I
Team Working – <i>Encourages and supports others</i>	E	I
Integrity & Respect – <i>Models and promotes organisational values</i>	E	I
Achieving and challenging – <i>Seeks to exceed and deliver more</i>	E	I
<u>Delivering Our Objectives:</u>		
Embracing Change – <i>Ensures a vision for learning is heard</i>	E	I
Developing Self & Others – <i>Offer suggestions and supports others</i>	E	I
Research with External Focus – <i>Asks questions</i>	E	I
<u>Determining Our Agenda:</u>		
Initiative – <i>Reacts rapidly</i>	E	I
Strategic Focus & Critical Reflection – <i>uses past learning experiences</i>	E	I
Decision Making – <i>Evaluates solutions using a holistic, risk based approach</i>	E	I

Experience	E/D	A/I
Substantial experience in public or media relations	E	A/I
Previous experience of working within an internal communications environment	D	A/I
Previous experience of communicating to external stakeholders such as Councillors and MP's	D	A/I

Post Holder:	Line Manager:
Agreed by:	Agreed by:
Date:	Date:

ACCEPTED AND REGISTERED IN HUMAN RESOURCES:

Agreed by:

Date: