

## **WEST YORKSHIRE FIRE AND RESCUE AUTHORITY JOB DESCRIPTION**

<b>POST TITLE:</b>	Marketing and Communications Manager
<b>GRADE:</b>	Grade 8
<b>RESPONSIBLE TO:</b>	Head of Communications
<b>RESPONSIBLE FOR:</b>	Campaigns Officer Digital Content & Engagement Officer
<b>PURPOSE OF POST:</b>	Managing marketing campaigns and communication to enhance the WYFRS's public image, reputation and brand, ensuring communities and other stakeholders across West Yorkshire recognise the total contribution of the Service, ensuring that the right message, using the right channels, reaches the right audiences, at the right time, and within budget.

### **MAIN DUTIES AND RESPONSIBILITIES**

1. Manage and deliver marketing campaigns and communications activity for WYFRS which enhances the organisation's public image, reputation and brand, ensuring communities and other stakeholders across West Yorkshire recognise the total contribution of the Service.
2. Ensure that the right message, using the right channels, reaches the right audiences, at the right time, and within budget.
3. Drive the use of innovative marketing and communications tools and techniques, identifying and maximising savings and income generation and cross marketing opportunities where possible.
4. Manage external contracts to supply design, print, advertising and distribution of key corporate communications, where applicable.
5. Ensure that communications are produced effectively and efficiently, following appropriate policies and procedures and to a high standard.
6. Ensure that all communications and engagement activity is connected to established Service Priorities.
7. To work closely with colleagues across the Service to ensure the branding of the organisation reflects West Yorkshire and its communities, is consistent across all teams and services, ensuring people can recognise our total contribution to the area.
8. Devise and implement efficient processes and management information systems to support the delivery of communications to time and budget. Monitor and evaluate the impact of campaigns and drive continuous improvement and value for money.
9. Develop Budget requirement and manage, accounting for spend of approx. £100k

10. Work with the team to identify and maximise opportunities for economies of scale, savings and income generation and cross marketing across campaigns and initiatives.
11. Work closely with internal teams to devise and implement integrated campaigns.
12. Negotiate with external suppliers for media buying, design, print and distribution where these elements cannot be accommodated internally to achieve value for money and manage contracts as appropriate.
13. Ensure that media, publications, direct marketing and events all confidently, powerfully and clearly promote the key messages, work and contribution of the Service and our partners.
14. Ensure all communications produced by the team adhere to Service policies for branding, equality and diversity and are customer focused and written in plain language.
15. Act as deputy to the Head of Communications when necessary.
16. Deliver marketing and design within the allocated budget and resources.
17. Be part of the communications team on-call rota to support operational senior officers at major incidents or in dealing with significant reputational issues out of usual office hours – after office close and before opening on weekdays and at weekends.
18. Assist the Head of Communications in the development of the out of hours response of the Corporate Communications team.
19. Build and maintain strong and positive working relationships with partner organisations and stakeholder groups.
20. Ensure that systems are in place to evaluate and review performance.
21. Fully participate in WYFRS's Performance Development Review process according to the responsibilities of the role. Implement systems for the regular review of individual performance of direct reports, provide constructive feedback and advice and ensure that their development needs are met to help them achieve their full potential.
22. To demonstrate and uphold the service values and promote the organisation in a positive manner.
23. To undertake other duties as required commensurate with the grading of the post as may be required by management.
24. Implement and promote the Authority's:
  - a. Health and Safety policies
  - b. Equality and Diversity policies
  - c. Information Security Management System policies
  - d. Safeguarding policies
  - e. Business continuity policy and contingency arrangements

25. Ensure functions can be maintained when disruptive events occur through the implementation of arrangements specified in the business continuity strategy/policy.
26. Responsibility to ensure full compliance with the General Data Protection Regulation and Data Protection Act 2018 and to ensure data security is maintained.

## PERSON SPECIFICATION

	<b>Experience</b>	<b>Essential/ Desirable</b>	<b>Source</b>
1	In depth experience of successful use of a wide range of marketing and communication tools and techniques in a large complex organisation.	Essential	Application/Selection Process
2	Evidence of generating innovative communications ideas and pursuing them to deliver successful outcomes.	Essential	Application/Selection Process
3	Evidence of use of digital communications and evaluation techniques.	Essential	Application/Selection Process
4	Experience of negotiating, media buying and planning.	Essential	Application/Selection Process
5	A proven track record of planning and delivering complex integrated campaigns to time and budget, delivering to objectives.	Essential	Application/Selection Process
6	Experience and knowledge of crisis management and the role of communications functions.	Desirable	Application/Selection Process
7	A clear understanding of, and experience in the use of a variety of forms of media as vehicles for communication.	Essential	Application/Selection Process
8	Experience of managing a team.	Essential	Application/Selection Process
9	Experience of managing varying workloads in a professional manner.	Essential	Application/Selection Process
10	Experience of customer or public consultation processes.	Essential	Application/Selection Process

	<b>Education and Training</b>	<b>Essential/ Desirable</b>	<b>Source</b>
11	Educated to degree level or equivalent qualification in Marketing or Communications.	Essential	Application/Selection Process
12	A professional qualification from the Chartered Institute of Public Relations or the Chartered Institute of Marketing.	Desirable	Application/Selection Process

	<b>Special Knowledge and Skills</b>	<b>Essential/ Desirable</b>	<b>Source</b>
13	Knowledge of creative, design and print techniques and processes.	Essential	Application/Selection Process
14	Self-motivated and able to deal with a	Essential	Application/Selection

	demanding workload and deliver consistently to deadlines.		Process
15	Ability to quickly build relationships and gain clear commitment from others by persuading, convincing and negotiating.	Essential	Application/Selection Process
16	Ability to lead effectively and an understanding/experience of team dynamics in creating a high performing team.	Essential	Application/Selection Process
17	Ability to work flexibly and creatively.	Essential	Application/Selection Process
18	Ability to make decisions and take appropriate action using initiative and good judgement.	Essential	Application/Selection Process
19	Commitment to high standards of customer care and public service.	Essential	Application/Selection Process
20	Positive approach to creating and seizing opportunities to enhance and protect the image of WYFRS.	Essential	Application/Selection Process
21	A good standard of IT skills, using commonly utilised software and a significant understanding of digital technology.	Essential	Application/Selection Process
22	Hold and maintain a current driving licence.	Essential	Application/Selection Process
23	Required to work on an on-call basis out of normal office hours – evenings and weekends on a rota basis.	Essential	Application/Selection Process
24	Awareness of sensitivity to political issues and relationships within a public sector organisation.	Essential	Essential
25	Demonstrate an understanding of the importance of equality and diversity to WYFRS as an employer and service provider.	Essential	Selection Process
26	Demonstrate experience of budget responsibility.	Essential	Application

Prepared by: Head of Corporate Communications  
January 2018.  
Grade updated following pay assimilation Jan 2020