

**Job Title:** Communications Officer

**Reports to:** Chief Executive, Northern Powerhouse Partnership

**Location:** Manchester, Leeds or Newcastle (with significant travel across wider North)

**Job Purpose:**

This is an exciting and rare opportunity to play an essential part in maintaining and reinforcing the Northern Powerhouse Partnership's (NPP) position as the authoritative voice of business and civic leaders across the North, with a significant national and regional media profile. The successful candidate will need to foster close and trusted relationships with a wide range of media contacts, as well as lead the NPP's dynamic and agenda-setting social media channels. There will also be considerable work with key stakeholders, such as Board members, businesses, combined and local authorities and national government departments. The role will require someone who can respond quickly and decisively, with accuracy and consistency of tone.

**Principal Accountabilities:**

- Drive the creation and delivery of a media strategy across regional and national channels to support the achievement of business plan goals for the NPP.
- Increase the profile of the NPP and drive awareness of the organisation amongst national and regional media.
- Plan and secure media activity to support the NPP's regional and national profile and reputation, ensuring that plans are made in advance to position key initiatives to the right audiences in the most engaging manner.
- Develop and sustain a strong network of journalists who are relevant to the NPP's agenda, building relationships and becoming a go-to figure.
- Own all externally related communications and ensure clear sign-off and compliance procedures.
- Plan, develop and execute a comprehensive and dynamic social media strategy for the organisation, using best practice and latest channels and trends to enhance NPP's online presence.
- Monitor media and social media content relevant to NPP and the wider Northern Powerhouse and prepare summaries for NPP senior colleagues as appropriate
- Flag up urgent reputational threats to NPP, with suggested plans for how to deal with them appropriately.
- Update, enhance and refresh content on the NPP website.
- Work collaboratively with peers across Board member companies to co-create communication programmes designed to showcase the NPP.
- Identify and brief spokespeople both within NPP and amongst members to maximise media opportunities.
- Establish measures of success and implement relevant evaluation tools for all communications activities.
- Play an important and prominent role as part of the NPP team, contributing fully to all areas of activity.

- Represent NPP at external events, such as conferences, national and local government announcements and partner events.
- Carry out any other duties as required by the NPP Chief Executive

***Qualifications & Experience:***

- Considerable experience in a PR, media relations or communications role, preferably in a fast-moving and varied organisation.
- Demonstrable experience of working closely with key regional and national media contacts, as well as experience of selling in stories 'cold' and exploiting opportunities.
- A proven track record of drafting and issuing reactive media statements.
- A good understanding of the national and media landscape, including awareness of editorial stances, deadlines, formats and best means of approach.
- Proven experience of digital marketing, with an up to date understanding of a wide range of channels and how to most effectively disseminate content.
- Experience of working with a large number of third-party organisations.
- A wide knowledge of significant Northern stakeholders and partners would be an advantage.

***Personal characteristics:***

- A team player, capable of turning their hands to a wide range of activities and providing expert guidance.
- Self-starter, prepared to roll their sleeves up and not reliant on a large team.
- High energy and drive, coupled with accountability for delivery and performance.
- Excellent eye for details and upholding visual and verbal identity.
- Superior written and verbal communications skills.