

**Tel No:** 0113 251 7220

**Our Ref:** ASS/FOI:374

6 June 2016

**BY EMAIL**

T Thomas  
(request-333243-a97d0cce@whatdotheyknow.com)



Dear Sir/Madam

**FREEDOM OF INFORMATION ENQUIRY : INFORMATION ABOUT WYCA'S COMMUNICATION TEAM**

Thank you for your email dated 7 May 2016 requesting the following information:

1. "What minimum qualifications are required to be a communications manager in your organisation (based on your existing job specs).
2. May I request a copy of the job specification for the position of communications officer.
3. How many people work in the communications team and what is the composition, eg one manager and five officers, three managers and ten officers, five managers, five officers and five assistants etc etc.
4. May I request a breakdown of the job roles and respective salaries for all posts within the communications team."

This request is being handled under the Freedom of Information Act 2000 ("Act"). I can confirm that West Yorkshire Combined Authority ("WYCA") does hold information covered by your request and I respond below using the same numbering as above:

1. I attach the job description relating to the post of Communications Manager which includes the essential criteria for that post. WYCA also employs a Senior Communications and Engagement Officer in relation to the economic work of the organisation (Leeds City Region Enterprise Partnership, "LEP"). However, a job description is not available for that post, which was the subject of a TUPE transfer into WYCA.
2. I enclose a copy of the job descriptions relating to the following posts: Communications and Engagement Coordinator and Public Relations Officer. I also enclose, in relation to the economic work of the organisation, job descriptions relating to the posts of: Marketing and Business Development Officer and LEP Communications Executive. There is also a Senior

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T Thomas  
6 June 2016

Communications and Engagement Officer below the level of that referred to in paragraph numbered 1 above. However, a job description is not available for that post, which was the subject of a TUPE transfer into WYCA.

3. In the Resources Communications Team, there are five officers comprising one manager and four officers. In the Economic Strategy Team (supporting the work of the LEP), there are five officers comprising one manager and four officers. I enclose a structure chart of both teams.
4. Apart from the job descriptions enclosed in relation to the responses above, I also enclose job descriptions relating to the posts of: Web Communications Manager and Web Marketing Manager. The salary grades on the enclosed job descriptions relate to the enclosed salary structure, apart from those posts which were the subject of a TUPE transfer into the organisation, as referred to above.

I trust the above is to your satisfaction. However, if you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to me.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

**Telephone:** 0303 123 1113 / 01625 545745    **Website:** [www.ico.gov.uk](http://www.ico.gov.uk)

For your information, there is no charge for making an appeal.

Yours faithfully



**A Shearon**  
**Information Officer**

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## WYCA Job Description / Employee Specification

<b>Post Title</b>	Communications Manager (Politically Restricted Post)	<b>Section</b>	Communications
<b>Post Ref No.</b>	PR9	<b>Date Of Review</b>	November 2015
<b>Reports To</b>	Director of Resources	<b>Location</b>	Wellington House
<b>Responsible For</b>	Communications Team		
<b>Grade</b>	N	<b>Salary Pts</b>	N1-N4

Competency levels required for the role							
Customer Focus	4	Leadership	4	Planning & Implementation	4	Staff Commitment	3

MAIN PURPOSE OF POST	
To lead a communications service that manages and shapes the West Yorkshire Combined Authority's (WYCA) reputation and promotes awareness and understanding, both internally and externally, of the organisation's policies, responsibilities, activities and impact.	
PRIMARY TASKS	
<ol style="list-style-type: none"> <li>1. Representing the WYCA at a local and national level, through broadcast and print media to ensure that its views are clearly and accurately expressed. Advising and providing briefings for WYCA Chairman, WYCA District Leaders and Chief Executives, Committee Chairs, senior politicians, Directors, Assistant Directors and managers on communications issues and corporate information, and producing quotes, speeches and letters that accurately and appropriately reflect the views of the WYCA.</li> <li>2. Management of the PR team in line with corporate policies and procedures.</li> <li>3. Develop and implement Communications Strategies and Plans to promote the WYCA's policies, achievements and initiatives within West Yorkshire and nationally through the media, social media websites and promotional campaigns.</li> <li>4. Ensure the WYCA is represented through strategic and opportunistic use of media, online communications and social media.</li> <li>5. Ensuring content of the WYCA websites is appropriate, accessible, user-focused and in line with Corporate identity guidelines, targets and is developed to reflect organisational and technological advances.</li> <li>6. Managing communications and establishing and maintaining profile for key long-term projects in partnership with LEP and District Communications teams and chairing WYCA Comms Working Group.</li> <li>7. Producing news releases, technical and corporate copy for inclusion in newspapers, journals, promotional materials, information leaflets and in-house publications and responding to requests for sponsorship and support advertising.</li> <li>8. Preparing texts for major internal and external corporate documents, devising best ways to portray information, advising senior representatives of partner organisations and external agencies in joint projects, events and promotions.</li> <li>9. Organising WYCA events and hosting presentations by WYCA to MPs, VIPs, Elected Members, business and industry leaders, official bodies and the public as required. Liaising with councillors, operators, agencies, designers, photographers and representative bodies.</li> </ol>	

## WYCA Job Description / Employee Specification

10. To contribute to WYCA's Management Team (CMT) and provide advice to any other corporate meeting having a communications role in WYCA teams set up to deal with specific issues.
11. To act as Budget Controller for PR.
12. Any other duties commensurate with current grade.

ESSENTIAL COMPETENCIES			
Competencies are listed in descending order of priority			
BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Anticipates customer expectations and ensures customer expectations are constantly exceeded	Application Form/ Interview/ Assessment	Customer Focus	Responsiveness (4.2)
Finds underlying concerns of the external market and understands the complexity of the internal/external customer profile	Application Form/ Interview	Customer Focus	Political Awareness (4.2)
Establishes clear priorities and makes them known	Application Form/ Interview/ Assessment	Planning & Implementation	Developing & Maintaining Processes (4.2)
Competent user of Microsoft packages	Application Form/ Interview/ Assessment	Technical	Technical
Establishes and maintains relationships within or outside of the organisation to broaden business knowledge and trends.	Application Form/ Interview	Customer Focus	Developing Partnerships & Collaborations (4.1)
Identifies critical paths	Application Form/ Interview/ Assessment	Planning & Implementation	Planning (4.3)
Takes tough and unpopular decisions and takes responsibility	Application Form/ Interview	Planning & Implementation	Managing Resources (4.2)
Possess strong influencing and conflict resolution skills	Application Form/ Interview	Leadership	Challenging (4.4)
Raises standards, goals and targets to excess expectations	Application Form/ Interview	Leadership	Challenging (4.1)
Creates an environment for others to excel in	Application Form/ Interview	Leadership	Challenging (4.2)
Promotes and reinforces constructive behaviour through open and candid discussion	Application Form/ Interview	Leadership	Challenging (4.3)
Identifies problems early and drives resolution through effective negotiation	Application Form/ Interview	Leadership	Challenging (4.5)
Uses experience to tackle things in novel ways	Application Form/ Interview	Leadership	Pro-Active (3.6)
Encourages others to come forward with ideas/views	Application Form/ Interview	Staff Commitment	Communication (3.4)
Inspires a passion for achievement by the business	Application Form/ Interview	Leadership	Visioning (4.3)
Create opportunities for new ideas to be generated and explored by others and supports implementation	Application Form/ Interview	Leadership	Visioning (4.4)
Supports and protects staff as appropriate and respects confidences	Application form/ Interview	Staff Commitment	Develops Staff (3.6)
Publicly praises those that make a special contribution	Application Form/ Interview	Staff Commitment	Gives Recognition (3.2)
Seeks and gains commitment from others that exceed expectations	Application Form/ Interview	Leadership	Commitment (4.2)

## WYCA Job Description / Employee Specification

Ⓜ Knows own staff's strengths, weaknesses and capabilities to be able to allocate the right person to do the right job.	Application Form/ Interview	Staff Commitment	Understands People & Roles (3.4)
Ⓜ Maintains and improves team performance through clear target setting and realistic planning	Application Form/ Interview	Staff Commitment	Team Building (3.2)
Ⓜ Balances individual and team goals	Application Form/ Interview	Staff Commitment	Values Diversity & Equal opportunities (3.4)
Ⓜ Addresses difficulties and resistance in a consistent manner	Application Form/ Interview	Leadership	Consistency (4.1)
Ⓜ Shapes the organisation for future challenges	Application Form/ Interview	Leadership	Consistency (4.3)

The 'Ⓜ' demonstrates that this is one of Metro's core values

DESIRABLE COMPETENCIES			
Competencies are listed in descending order of priority			
BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Experience of controlling costs	Application Form/ Interview/ Assessment	Technical	Technical
Holding a PR Degree or Equivalent	Application Form/ Interview	Technical	Technical
Experience of using Social Media incl. Facebook and Twitter	Application Form/ Interview/ Assessment	Technical	Technical
Skills in influencing and persuading others	Application Form/ Interview/ Assessment	Technical	Technical
Understands organisational structures and activities, and develops and implements risk management approaches to successfully control risks.	Application Form/ Interview	Technical	Technical

## WYCA Job Description / Employee Specification

<b>Post Title</b>	Communications and Engagement Co-ordinator (Politically Restricted Post)	<b>Section</b>	Communications
<b>Post Ref No.</b>	PR8	<b>Date Of Review</b>	October 2015
<b>Reports To</b>	Communications Manager	<b>Location</b>	Wellington House
<b>Responsible For</b>	N/A		
<b>Grade</b>	J	<b>Salary Pts</b>	J1-J4

Competency levels required for the role							
Customer Focus	4	Leadership	3	Planning & Implementation	3	Staff Commitment	2

### MAIN PURPOSE OF POST

To provide a politically-aware public relations, media liaison, stakeholder engagement and communications service as part of the WYCA Communications team by providing specialist support and advice for major long-term projects and day-to-day issues as they arise. To use a full range of communications channels and develop new ones as appropriate. To maintain and enhance the reputation of the Combined Authority, its services and employees.

### PRIMARY TASKS

1. Develop and implement communications and engagement campaigns and strategies for WYCA activities and projects including with partner organisations such as district councils, Network Rail and bus & train operators and implement when approved within West Yorkshire and nationally through the media, social media, websites and promotional campaigns.
2. Provide professional communications advice and briefings for WYCA's Chair, Committee Chairs and politicians, WYCA Directors, Assistant Directors and managers applying sound political knowledge/understanding & adopting suitable communications methodology to communicate the organisation's corporate aims and objectives and producing quotes and speeches that accurately and appropriately reflect the views of WYCA.
3. Produce news releases, liaise with Communications Manager and Directors to gain approval and issue to appropriate media outlets, using 'Vocus' online distribution system. Produce content for promotional literature, exhibition and consultation material and related web content and planning for events such as photo-calls, launches and interviews. Meet with Councillors, Directors and senior managers to gather information and facts to produce engaging and newsworthy content that will interest audiences, enhance awareness of WYCA and its role and generate maximum positive media exposure.
4. Compose (gain approval) and issue responses to media enquiries relating to WYCA and its activities, applying judgement and knowledge of WYCA's policies and activities throughout the organisation to provide coherent responses to ensure the appropriate tone of content and provide a media and political monitoring service.
5. Propose, plan, and implement social media strategies through WYCA's various social media profiles, monitor and evaluate resultant activity and identify emerging social media trends and channels to deliver future communications and engagement by researching and applying industry best practice.
6. Use design and branding knowledge to provide input to development and implementation of new and emerging brands - past examples have included NGT, Mybus, Greener Mybus and FreeCityBus - and ensuring consistent brand applications across all use.
7. Write, edit, upload and publish content, including news releases, for WYCA, Metro, NGT websites and associated sites and prepare, source, edit and upload images and approve/publish content submitted by others.

**Communications and Engagement Coordinator, Communications**



## WYCA Job Description / Employee Specification

8. Meet with and identify new external suppliers to provide briefings on design and promotional work and oversee projects to ensure deadlines and standards are met and work is carried out within WYCA's approval and budgetary process to demonstrate value for money.
9. Organise and provide on-site management at events such as product or service launches and consultations including 'on-the-day' briefing and supervision of small, ad hoc teams of colleagues and temporary, external staff.
10. Attend meetings as required on behalf of the Communications Manager, including Combined Authority and Management Team meetings.
11. Any other duties commensurate with grade.

### ESSENTIAL COMPETENCIES

Competencies are listed in descending order of priority

BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Educated to Degree level or equivalent professional experience in communications or marketing roles.	Application Form/Interview	Technical	Technical
Previous experience at senior level in Communications/Marketing/Advertising/Branding and Media Relations	Application Form/Interview/Assessment	Technical	Technical
Challenges the status quo and rethinks traditional ways of doing things	Application Form/Interview/Assessment	Leadership	Challenging (3.2)
Ⓜ Experience of driving projects to successful conclusions	Application Form/Interview/Assessment	Customer Focus	Responsiveness (4.4)
Proven ability to develop and build relationships with colleagues at all levels, including senior managers and Board members	Application Form/ Interview/	Technical	Technical
Ⓜ Uses on and off-line communication channels appropriately	Application Form/Interview	Staff Commitment	Communication (2.1)
Builds the needs of customers and stakeholders into realistic goals and targets	Application Form/Interview/Assessment	Customer Focus	Political Awareness (4.1)
Establishes and maintains partnerships within and outside of the organisation to broaden business knowledge and trends	Application Form/Interview/Assessment	Customer Focus	Developing Partnerships and Collaborations (4.1)
Ⓜ Shows a positive attitude regarding challenging objectives and demonstrates perseverance and dedication to achieving goals	Application Form / Interview	Leadership	Commitment (2.2)
Uses experience to tackle things in novel/creative ways	Application Form/Interview/Assessment	Leadership	Pro-active (3.5)
Translates short term and mid term objectives into clear and realistic working plans	Application Form/Interview	Planning & Implementation	Planning (3.2)
Ⓜ Considers an effective use of all resources (equipment, material, people) and creates action plans with clearly	Application Form/Interview/	Planning & Implementation	Managing resources (3.1)

**Communications and Engagement Coordinator, Communications**

## WYCA Job Description / Employee Specification

allocated roles and responsibilities.	Assessment		
Experienced user of social media, incl. Twitter, Facebook and YouTube.	Application Form/Interview/Assessment	Technical	Technical
Experience of large scale Project/Event Management	Application Form/Interview/Assessment	Technical	Technical
Evaluates and develops new approaches, ideas and concepts to improve the way we do things	Application Form/Interview/Assessment	Leadership	Visioning (3.4)
Ⓜ Seeks, shares and promotes expertise internally as well as through external networks	Application Form/Interview	Staff Commitment	Understands People and Roles (2.1)
Consistently challenges existing processes	Application Form/Interview	Leadership	Consistency (3.1)
Ⓜ Shares information and knowledge with others	Application Form / Interview	Staff Commitment	Team Building (2.2)
Ⓜ Possesses a sense of urgency and sets priorities	Application Form/Interview	Leadership	Pro Active 2.4
Experienced user of web editing and content management systems such as Ektron and Umbraco.	Application Form/Interview/Assessment	Technical	Technical
Ⓜ Holds self and other accountable for achieving results on time	Application Form/Interview	Leadership	Commitment (3.3)
Ability to interpret complex information and translate this into clear and compelling communications messages	Application Form / Interview/Assessment	Technical	Technical
Ⓜ Seeks, shares and promotes expertise internally as well as through external networks	Application Form / Interview	Staff Commitment	Understands People and Roles (2.1)
Ⓜ Shares information and knowledge with others	Application Form/Interview	Staff Commitment	Team Building (2.2)
Experienced user of MS Office, Excel and PowerPoint Packages	Application Form/Interview/Assessment	Technical	Technical
Experienced user of Photoshop and Adobe Photoshop Elements	Application Form/Interview/Assessment	Technical	Technical
Experienced in using Outlook	Application Form/Interview/Assessment	Technical	Technical
Ⓜ Builds mutual respect and trust	Application Form/Interview	Staff Commitment	Values Diversity and Equal Opps (3.2)

The 'Ⓜ' demonstrates that this is one of WYCA's core values.



# WYCA Job Description / Employee Specification

DESIRABLE COMPETENCIES			
Competencies are listed in descending order of priority			
BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Competent user of digital devices such as camera, smartphone etc.	Application Form/Interview/ Assessment	Technical	Technical
Holding a full Driving Licence	Application Form/Interview	Technical	Technical

## Metro Job Description / Employee Specification

<b>Post Title</b>	Public Relations Officer (Politically Restricted Post)	<b>Section</b>	Public Relations
<b>Post Ref No.</b>	PR5	<b>Date Of Review</b>	November 2015
<b>Reports To Responsible For</b>	Public Relations Manager N/A	<b>Location</b>	Wellington House
<b>Grade</b>	J	<b>Salary Pts</b>	J1-J4

Competency levels required for the role							
Customer Focus	3	Leadership	3	Planning & Implementation	3	Staff Commitment	2

MAIN PURPOSE OF POST
To provide a PR, media liaison and communications service to Metro, by providing support to both major long-term projects and on a day-to-day basis as part of the PR team.
PRIMARY TASKS
<ol style="list-style-type: none"> <li>1. Develop, implement and manage PR and communications strategies for specific Metro activities, providing communications liaison between PR and project managers.</li> <li>2. Research, compile and quality control the news channel on Metro's Intranet, developing and maintaining a network of internal contributors, feeding into the Editorial Board as required.</li> <li>3. Provide media monitoring service using printed or online cutting or through third parties.</li> <li>4. Maintaining Metro's social media channels and creating content for them.</li> <li>5. To co-ordinate a full range of video production, creating videos for both internal and external use.</li> <li>6. Prepare and issue responses statements and releases for the media, coordinating and managing media photo calls, interviews, launches, promotional events, tours and media briefings.</li> <li>7. Provide PR support for one-off Metro occasions and large-scale events.</li> <li>8. To act as Budget Holder for PR.</li> <li>9. Responsible for assembling, quality control and production of Team Briefing notes.</li> <li>10. Attend meetings with outside organisations as requested by the PR Manager.</li> <li>11. Any other duties commensurate with grade.</li> </ol>

## Metro Job Description / Employee Specification

ESSENTIAL COMPETENCIES			
Competencies are listed in descending order of priority			
BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Builds partnerships within and outside Metro	Application Form/ Interview	Customer Focus	Developing Partnerships and Collaboration (3.1)
⑩ Uses communication channels appropriately	Application Form/ Interview	Staff Commitment	Communication (2.1)
Competent user of Microsoft packages	Application Form/ Interview/ Assessment	Technical	Technical
Takes into account and acts on the role and perception of Metro's audiences and the impact upon Metro activities	Application Form/ Interview	Customer Focus	Political Awareness (3.1)
⑩ Analyses problems and issues, and identifies solutions	Application Form/ Interview/ Assessment	Leadership	Commitment (3.5)
Communicates vision for the future and in doing so helps motivate others about the direction of and opportunities for Metro	Application Form/ Interview/ Assessment	Leadership	Visioning (3.1)
⑩ Considers an effective use for all available resources (equipment, materials, people) and creates action plans with clearly allocated roles and responsibilities	Application Form/ Interview	Planning & Implementation	Managing Resources (3.1)
⑩ Draws up new and better ways of targeting and meeting customer needs that are translated into action plans, and oversees their implementation to ensure deadlines are met.	Application Form/ Interview/ Assessment	Customer Focus	Responsiveness (3.1)
⑩ Seeks common ground with others and team	Application Form/ Interview	Staff Commitment	Values Diversity & equal Ops (2.2)
⑩ Shares information and knowledge with others	Application Form/ Interview	Staff Commitment	Team Building (2.2)
⑩ Seeks, shares and promotes expertise internally as well as through external networks	Application Form/ Interview	Staff Commitment	Understands People and Roles (2.1)
Uses experience to tackle things in novel ways	Application Form/ Interview/ Assessment	Leadership	Pro Active (3.5)
Excellent time management skills and meeting deadlines	Application Form/ Interview/ Assessment	Technical	Technical

The '⑩' demonstrates that this is one of Metro's core values

DESIRABLE COMPETENCIES			
Competencies are listed in descending order of priority			
BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Creates SMART goals for processes and systems	Application Form/ Interview	Planning &	Developing & Maintaining Processes

**Public Relations Officer, Public Relations**

## Metro Job Description / Employee Specification

		Implementation	& Systems (3.1)
Scopes projects and actions	Application Form/ Interview/ Assessment	Planning & Implementation	Planning (3.1)
Confronts issues early and effectively to turn them around	Application Form/ Interview	Leadership	Challenging (3.5)
Experience of using Social Media incl. Facebook and Twitter	Application Form/ Interview/ Assessment	Technical	Technical
Models behaviour by applying a consistent approach to work and others	Application Form/ Interview	Leadership	Consistency (3.2)
Demonstrates a supportive attitude in assisting others in achieving their results	Application Form/ Interview	Staff Commitment	Gives Recognition (2.3)
Strives for self-enhancement and skills updating, and recommends training and development actions for self and others where appropriate	Application Form/ Interview	Staff Commitment	Develops Staff (2.2)
Is aware of current 'best practice' in public relations and related fields	Application Form/ Interview/ Assessment	Staff Commitment	Develops Staff (2.2)
Holding a Degree in PR or equivalent	Application Form/ Interview	Technical	Technical

# Metro Job Description / Employee Specification

<b>Post Title</b>	Public Relations Officer (Politically Restricted Post)	<b>Section</b>	Public Relations
<b>Post Ref No.</b>	PR4	<b>Date Of Review</b>	November 2015
<b>Reports To</b>	Public Relations Manager	<b>Location</b>	Wellington House
<b>Responsible For</b>			
<b>Grade</b>	J	<b>Salary Pts</b>	J1-J4

Competency levels required for the role							
Customer Focus	3	Leadership	3	Planning & Implementation	3	Staff Commitment	2

MAIN PURPOSE OF POST
To provide a PR, media liaison and communications service to Metro, by providing support to both major long-term projects and on a day-to-day basis as part of the PR team.

PRIMARY TASKS
<ol style="list-style-type: none"> <li>Develop, implement and manage PR and communications strategies for a range of Metro activities, providing communications liaison between the PR and project managers.</li> <li>Check and edit articles and publications, providing a proof reading service to Metro, ensuring information is up-to-date and accurate.</li> <li>Maintaining Metro's social media channels, creating content for them and ensuring quality control measures.</li> <li>Prepare and issue responses statements and releases for the media, coordinating and managing media photo calls, interviews, launches, promotional events, tours and media briefings.</li> <li>Provide PR support for one-off Metro occasions and large-scale events.</li> <li>Attend meetings with outside organisations as requested by the PR Manager.</li> <li>Any other duties commensurate with grade.</li> </ol>

ESSENTIAL COMPETENCIES
Competencies are listed in descending order of priority

BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Builds partnerships within and outside Metro	Application Form/ Interview	Customer Focus	Developing Partnerships and Collaborations (3.1)
⊗ Uses communication channels appropriately	Application Form/ Interview	Staff Commitment	Communication (2.1)
Competent user of Microsoft packages	Application Form/ Interview/ Assessment	Technical	Technical
Takes into account and acts on the role and perception of Metro's audiences and the impact upon Metro	Application Form/	Customer Focus	Political Awareness (3.1)



## Metro Job Description / Employee Specification

activities	Interview		
Ⓜ Analyses problems and issues, and identifies solutions	Application Form/ Interview/ Assessment	Leadership	Commitment (3.5)
Communicates vision for the future and in doing so helps motivate others about the direction of and opportunities for Metro	Application Form/ Interview	Leadership	Visioning (3.1)
Ⓜ Considers an effective use for all available resources (equipment, materials, people) and creates action plans with clearly allocated roles and responsibilities	Application Form/ Interview	Planning & Implementation	Managing Resources (3.1)
Ⓜ Draws up new and better ways of targeting and meeting customer needs that are translated into action plans, and oversees their implementation to ensure deadlines are met.	Application Form/ Interview/ Assessment	Customer Focus	Responsiveness (3.1)
Ⓜ Seeks common ground with others and team	Application Form/ Interview	Staff Commitment	Values Diversity & equal Ops (2.2)
Ⓜ Shares information and knowledge with others	Application Form/ Interview	Staff Commitment	Team Building (2.2)
Ⓜ Seeks, shares and promotes expertise internally as well as through external networks	Application Form/ Interview	Staff Commitment	Understands People and Roles (2.1)
Uses experience to tackle things in novel ways	Application Form/ Interview/ Assessment	Leadership	Pro Active (3.5)
Excellent time management skills and meeting deadlines	Application Form/ Interview/ Assessment	Technical	Technical

The 'Ⓜ' demonstrates that this is one of Metro's core values

DESIRABLE COMPETENCIES			
Competencies are listed in descending order of priority			
BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Creates SMART goals for processes and systems	Application Form/ Interview	Planning & Implementation	Developing & Maintaining Processes & Systems (3.1)
Scopes projects and actions	Application Form/ Interview/ Assessment	Planning & Implementation	Planning (3.1)
Confronts issues early and effectively to turn them around	Application Form/ Interview	Leadership	Challenging (3.5)
Models behaviour by applying a consistent approach to work and others	Application Form/ Interview	Leadership	Consistency (3.2)
Demonstrates a supportive attitude in assisting others in achieving their results	Application Form/ Interview	Staff Commitment	Gives Recognition (2.3)
Strives for self-enhancement and skills updating, and recommends training and development actions for self and others where appropriate	Application Form/ Interview	Staff Commitment	Develops Staff (2.2)
Is aware of current 'best practice' in public relations and	Application Form/	Staff Commitment	Develops Staff (2.2)

## Metro Job Description / Employee Specification

related fields	Interview/ Assessment		
Holding a Degree in PR or equivalent	Application Form/ Interview	Technical	Technical

# WYCA Job Description / Employee Specification

<b>Post Title</b>	Marketing and Business Development Officer	<b>Section</b>	Leeds City Region Enterprise Partnership (LEP)
<b>Post Ref No.</b>	ES/ES8	<b>Date Of Review</b>	March 15
<b>Reports To</b>	Senior Project Manager / Communications Lead	<b>Location</b>	Wellington House
<b>Responsible For</b>			
<b>Grade</b>	I	<b>Salary Pts</b>	11-14

Competency levels required for the role							
Planning and Implementation	2	Customer Focus	3	Staff Commitment	2	Leadership	3

MAIN PURPOSE OF POST
To play a leading role in devising and implementing multi-channel marketing and business development strategies to promote the LEP's business support offer to small and medium-sized enterprises (SMEs) across Leeds City Region, and build corporate relationships to secure sponsorship and in-kind support to complement LEP activity from private and public sector organisations.
PRIMARY TASKS
<ol style="list-style-type: none"> <li>1. Lead, manage and oversee the development and implementation of strategies to build relationships with private and public sector organisations to improve the scope and delivery of the LEP's business support service and offer; includes identifying new partners that share the LEP's aims and values through meticulous desk research and proactive business networking, and strengthening relationships with existing partners.</li> <li>2. In collaborate with senior colleagues from across the LEP team, lead on the development of a clear and compelling corporate partnership offer for private and public sector partners, focusing on both sponsorship and in-kind support.</li> <li>3. Secure sponsorship and/ or in-kind support from private and public sector partners to support the delivery and ongoing development of the LEP's business support service and offer – including, for example, recruiting partners to deliver workshops or other <i>pro bono</i> support for growing SMEs.</li> <li>4. By keeping abreast of new developments, trends and initiatives that could support SME growth in Leeds City Region, support the continuous development of the LEP's business support service and devising new, innovative ways for private sector partners/ sponsors to play a part in its delivery.</li> <li>5. Working collaboratively with the LEP communications team, lead, manage and oversee the development and implementation of a targeted, multi-channel marketing plan to promote the LEP's business support service ("Growth Hub") and offer to SMEs across the Leeds City Region, working to agreed targets.</li> <li>6. Collaborate with the LEP communications team to implement SME-focused marketing tactics and campaigns using the full range of existing LEP communications channels - both digital and traditional. Establish new channels where necessary, in line with the LEP's overall communications and branding strategy.</li> <li>7. Establish effective processes and systems to monitor and manage marketing performance, reporting progress regular to the LEP's boards, panels and working groups. Identify and implement appropriate remedial action in the case of under-performance against targets, and use performance data to inform both future marketing communications planning and the overall development of the LEP's business support offer.</li> </ol>

## WYCA Job Description / Employee Specification

8. Collaborate with the LEP's Senior Communications Officer to maximise positive regional and local media coverage of the LEP's business support service, and its work to support growing SMEs across Leeds City Region in partnership with private and public sector partners. Includes developing a bank of case studies of SMEs that have benefitted from LEP and/ or partner support.
9. Lead, manage and oversee the development of appropriate collateral to market the LEP's business support service and offer to SMEs in Leeds City Region, managing relationships with external providers/ suppliers where necessary.
10. Work closely with the Web Content Officer to ensure that website content and functionality supports the effective implementation of the marketing plan, and provides a high quality, accessible online service to SMEs in Leeds City Region
11. Build and maintain excellent working relationships with project managers across the LEP team to keep abreast of new and emerging products and services for businesses, ensuring these are developed as part of a coherent LEP-wide offer and that marketing objectives are fully considered as a core element of project planning.
12. Build and maintain excellent working relationships with marketing, communications and other colleagues within partner organisations including central government, local authorities and private firms.
13. Keep abreast of new developments, trends and technologies in on- and off-line marketing, and consider where there may be opportunities for the LEP to exploit.
14. Any other duties commensurate with grade.

# WYCA Job Description / Employee Specification

ESSENTIAL COMPETENCIES			
Competencies are listed in descending order of priority			
BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Exceptional written and verbal communication skills	Application Form/Interview /Assessment	Technical	Technical
Proven experience of building corporate relationships and securing commercial sponsorship	Application Form/Interview /Assessment	Technical	Technical
*Builds partnerships within and outside the organisation	Application Form/Interview	Customer Focus	Developing Partnerships & Collaborations (3.1)
Significant experience of marketing and communications in a B2B environment	Application Form/Interview /Assessment	Technical	Technical
Uses communication channels appropriately	Application Form/Interview /Assessment	Staff Commitment	Communication (2.1)
Experience of devising and managing detailed marketing plans to deliver business objectives and targets	Application Form/Interview /Assessment	Technical	Technical
Analyses problems and issues for solutions	Application form/ Interview	Leadership	Commitment (3.5)
Thinks creatively about the business and customers	Application form/ Interview	Customer Focus	Responsiveness (3.4)
Proven ability to manage relationships with, and positively influence, senior people in the private and public sectors, including central government	Application Form/Interview /Assessment	Technical	Technical
Experience of developing and implementing marketing strategies across the full range of communications channels – including digital and traditional media channels	Application Form/Interview /Assessment	Technical	Technical
Experience of managing marketing performance using a range of tools and metrics	Application Form/Interview /Assessment	Technical	Technical
Significant experience of producing high-impact marketing collateral to deliver business objectives, and of managing associated budgets in excess of £100K.	Application Form/Interview /Assessment	Technical	Technical
Measures the effectiveness of current practices and finds solutions for saving resources and reducing cost	Application Form/ Interview	Planning & Implementation	Managing Resources (2.2)
Strong understanding of the needs of small and medium-sized enterprises in accessing business support and finance	Application Form/Interview /Assessment	Technical	Technical
Seeks feedback from staff and customers for ideas and suggestions to improve performance	Application Form/ Interview	Leadership	Visioning (2.3)



## WYCA Job Description / Employee Specification

Understanding of the requirements and complexities of working with public and private sector stakeholders	Application Form/ Interview/ Assessment	Technical	Technical
Educated to degree level with a professional qualification in marketing, communications or a related discipline (or equivalent experience)	Application Form	Technical	Technical
Experience of managing relationships with external marketing suppliers	Application Form/Interview /Assessment	Technical	Technical
Understanding of the Leeds City Region Enterprise Partnership (LEP) and the City Region geography	Application Form/Interview /Assessment	Technical	Technical
Shares information and knowledge with others	Application Form/Interview	Staff Commitment	Team Building (2.2)
Plans and maintains efficient use of resources within area of work	Application Form / Interview	Planning & Implementation	Managing Resources (2.4)

DESIRABLE COMPETENCIES			
Competencies are listed in descending order of priority			
BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Experience of project management in a marketing or communications context	Application Form/Interview/ Assessment	Technical	Technical
Experience of delivering successful marketing plans targeting small and medium-sized enterprises (SMEs)	Application Form/Interview/ Assessment	Technical	Technical
Experience of marketing and communications in a business support/ economic development environment	Application Form/Interview/ Assessment	Technical	Technical

## WYCA Job Description / Employee Specification

<b>Post Title</b>	LEP Communications Executive	<b>Section</b>	Leeds City Region Enterprise Partnership (LEP)
<b>Post Ref No.</b>	ES/ES14	<b>Date Of Review</b>	May 2015
<b>Reports To</b>	Press and Public Affairs Lead	<b>Location</b>	Wellington House
<b>Responsible For</b>	N/A		
<b>Grade</b>	I	<b>Salary Pts</b>	I1-I4

Competency levels required for the role							
Planning and Implementation	3	Customer Focus	2	Staff Commitment	2	Leadership	2

### MAIN PURPOSE OF POST

To support the work of the Leeds City Region Enterprise Partnership (LEP) in achieving the priorities of its strategic economic plan by coordinating and managing the delivery of the LEP communications strategy, using the full breadth of on and off-line communications channels but with a particular focus on event coordination and management.

### PRIMARY TASKS

1. Responsible for coordinating and implementing communications activity and managing key communications projects across the full breadth of the LEP's economic agenda.
2. Using expert knowledge of event planning and delivery, devise a forward-looking strategic events programme that contributes to the delivery of the LEP's overall strategic economic plan. Includes events for small businesses in Leeds City Region, partner/ stakeholder events, and coordination of inbound trade and investment missions.
3. Lead on the delivery of the LEP's events programme – taking on event management and overseeing content production, logistics, venue hire, supplier negotiation, securing and briefing speakers and staff, marketing and evaluating the event – as part of an integrated marketing communications approach.
4. Manage delegated event budgets, resources and assets effectively and efficiently, and in line with LEP and WYCA policies and procedures, to deliver on agreed priorities
5. Take responsibility for monitoring and evaluating the effectiveness of LEP events and contribute to Board reports on event performance, making recommendations for continuous improvement and development.
6. Working with senior LEP colleagues and Board/ panel members, develop high quality, creative content across the full range of LEP communications channels – both on- and off-line – to deliver the LEP communications strategy and contribute to its overall business objectives and targets.
7. Write, edit and proofread a wide range of marketing communications materials. This includes printed materials such as leaflets, research publications and annual reports as well as web copy and content for social media, including Twitter, Linked In and the LEP blog.
8. Promote and monitor the LEP's corporate identity and house style, ensuring brand consistency and conformity across the full breadth of the LEP's activities.
9. Support the Press and Public Affairs Lead to generate positive press coverage for the organisation by writing press releases and developing creative ideas for content across printed and online media.

## WYCA Job Description / Employee Specification

10. Support the Digital Marketing Manager to develop high quality, accessible website copy for business audiences and coordinate social media, blog and e-news content. Update the LEP website using a content management system.
11. Work on integrated marketing campaigns for local businesses and stakeholders to promote LEP services and activities. This will include developing web copy, marketing materials, advertising, social media initiatives and launch events.
12. Build strong, dynamic relationships and networks, positively engaging with individuals, members and partners as appropriate to deliver high standards.
13. Prepare and deliver reports and presentations on your work area to colleagues within and outside of the LEP team.
14. Any other duties commensurate with grade.

### ESSENTIAL COMPETENCIES

Competencies are listed in descending order of priority

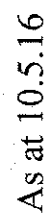
BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Qualified to graduate level or equivalent experience in a marketing, communications or event management role	Application Form	Technical	Technical
Experience in all aspects of event management	Application Form/ Interview/ Assessment	Technical	Technical
Experience of working in a fast-paced, business-focused environment	Application Form/ Interview/ Assessment	Technical	Technical
Expertise of devising and implementing events as part of an integrated marketing communications approach	Application Form/ Interview/ Assessment	Technical	Technical
Exceptional written and verbal communication skills, with the ability to adapt communications style to different audiences	Application Form/ Interview/ Assessment	Technical	Technical
Highly organised with the proven ability to prioritise, effectively plan and deliver actions, reflecting the importance and urgency of tasks.	Application Form / Interview	Technical	Technical
Excellent understanding of the full range of on- and off-line marketing communications channels including press and PR, website, social media, e-marketing and developing marketing collateral	Application Form/ Interview/ Assessment	Technical	Technical
Experience of managing event and marketing performance using a range of tools and metrics	Application Form / Interview/ Assessment	Technical	Technical
Ability to develop and produce high quality marketing materials with a focus both on engaging written copy and effective design/ visuals	Application Form/ Interview/	Technical	Technical
Proven ability to develop and build relationships with colleagues at all levels, including senior managers and	Application Form/	Technical	Technical

## WYCA Job Description / Employee Specification

Board members	Interview/		
Ability to produce well-researched briefing notes and high quality presentations for Board members/ event speakers in line with brand guidelines	Application Form/ Interview	Technical	Technical
Ⓜ Shows a positive attitude regarding challenging objectives and demonstrates perseverance and dedication to achieving goals	Application Form / Interview	Leadership	Commitment (2.2)
Understanding of the requirements and complexities of working with both public and private sector stakeholders, and of political sensitivities	Application Form/ Interview	Technical	Technical
Experience of updating a website using a content management system	Application Form/ Interview/	Technical	Technical
Ability to interpret complex information and translate this into clear and compelling communications messages	Application Form / Interview/ Assessment	Technical	Technical
Ⓜ Considers an effective use of all available resources (equipment, material, people) and creates action plans with clearly allocated roles and responsibilities	Application Form / Interview/ Assessment	Planning and Implementation	Managing Resources (3.1)
Ⓜ Seeks, shares and promotes expertise internally as well as through external networks	Application Form / Interview	Staff Commitment	Understands People and Roles (2.1)
Ⓜ Shares information and knowledge with others	Application Form / Interview	Staff Commitment	Team Building (2.2)
Ⓜ Demonstrates commitment in teamwork by actively promoting it	Application Form / Interview	Staff Commitment	Team Building (2.1)
Knowledge of standard PC software packages including Microsoft Office	Application Form / Interview/ Assessment	Technical	Technical
Ⓜ Possesses a sense of urgency and sets priorities	Application Form/Interview	Leadership	Pro Active 2.4
Ⓜ Builds partnerships within and outside the organisation	Application Form/Interview	Customer Focus	Developing Partnerships & Collaborations 3.1

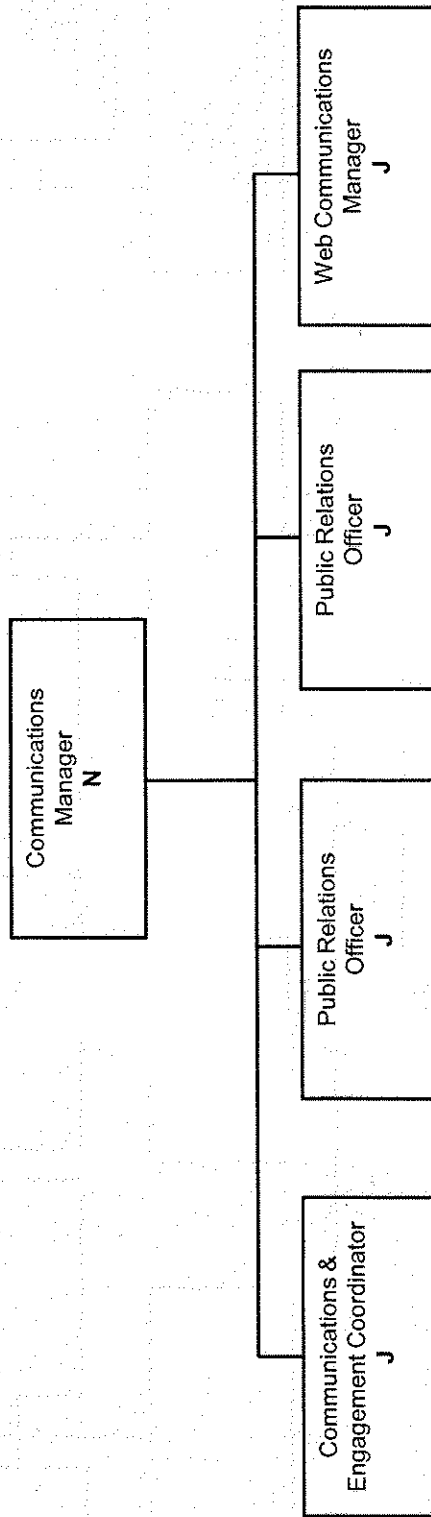
The 'Ⓜ' demonstrates that this is one of WYCA's core values

DESIRABLE COMPETENCIES			
Competencies are listed in descending order of priority			
BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Experience of adapting rapidly to changing situations and priorities and is able to cope with unclear situations	Application Form / Interview	Leadership	Consistency (2.2)
Professional qualification in marketing, communications or a related discipline	Application Form	Technical	Technical
Experience of project management in a marketing or communications context	Application Form/ Interview/ Assessment	Technical	Technical





# RESOURCES COMMUNICATIONS



# WYCA Job Description / Employee Specification

<b>Post Title</b>	Web Communications Manager (Politically Restricted Post)	<b>Section</b>	Communications
<b>Post Ref No.</b>	PR6	<b>Date Of Re</b>	September 2015
<b>Reports To</b>	Communications Manager	<b>Location</b>	Wellington House
<b>Responsible For</b>	N/A		
<b>Grade</b>	J	<b>Salary Pts</b>	J1-J4

Competency levels required for the role							
Planning & Implementation	3	Customer Focus	4	Staff Commitment	3	Leadership	3

MAIN PURPOSE OF POST	
To be responsible for the development and implementation of WYCA's web strategy and the management and publication of content across all nine external websites. To maximise customer satisfaction and self-service and identify and implement ongoing improvements for the current year and beyond. Create and manage the training and support for 50+ web editors across the business. Plan the future development of future web services based upon analysis of website data.	
PRIMARY TASKS	
<ol style="list-style-type: none"> <li>1. To lead and be responsible for delivering a customer-focused user experience for WYCA's external websites across desktop and mobile platforms, by designing page content and developing customer journeys, using specialist knowledge and customer research/testing, together with analysis of statistics and trends. To increase visits and 'task completion' by ensuring the sites are easy to navigate, conforming to best practice and Web Content Accessibility Guidelines (WCAG).</li> <li>2. Be responsible for producing website marketing and customer information that meets customer needs and achieves the objectives of current information and marketing campaigns.</li> <li>3. Take the 'senior user' role in web development projects, including CHASE Customer Management system. Make recommendations based on specialist knowledge of web design, information architecture and the customer experience.</li> <li>4. Work with the ICT team to scope, develop and implement WYCA's web strategy and new web-based services across desktop and mobile platforms to agreed timescales and budget. Tasks include the writing of business requirements and technical specifications for new websites and the development of existing websites, taking into account WYCA's wider business requirements and objectives.</li> <li>5. Create and manage a programme of monitoring the sites' usability and customer experience, to ensure sites meet best practice, industry guidelines and legislative requirements (Equality Act 2010). To design user testing activities with third party agencies to evaluate customer satisfaction, scope ongoing improvements and identify new requirements.</li> <li>6. Generate intelligence and metrics using web tools (Google Analytics, Webmaster Tools, Web Trends and Site Improve) to analyse and report WYCA's website statistics on Covalent, and to Marketing and Communications Managers for presentation at Board/Committee. Make recommendations based on figures, performance and patterns of user behaviour, to the PR Manager and Project Managers for presentation to Board/Committees, and implement approved proposals.</li> <li>7. Write and deliver web training and course documentation for 50+ web editors across the business, providing ongoing backup and support. Monitor quality and proof-read, edit and approve web content created by WYCA's web editors, delegating and scheduling tasks where appropriate.</li> </ol>	

**Web Communication Manager, Communications**

## WYCA Job Description / Employee Specification

8. Lead monthly account management meetings with external agency account directors and ICT to determine and manage web requirements for new projects and 'business as usual' activities. Make decisions and recommendations on behalf of PR and WYCA and report back to the PR Manager. Manage external website developers/agencies and collaborate across all internal departments to identify and deliver ongoing improvements and new development opportunities.
9. Ensure WYCA's websites meet relevant technical standards by managing the reporting of website problems, errors and requests for change, testing solutions and code releases and updating the system to reflect the status of the work. Create and document work processes. Test and oversee the roll-out of new web services and functionality.
10. Use Social Media (Facebook and Twitter) to engage with customers through a schedule of marketing messages and travel updates identified as part of the Social Media Content Group.
11. Any other duties commensurate with grade.

### ESSENTIAL COMPETENCIES

Competencies are listed in descending order of priority

BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Degree in a relevant subject	Application Form/Interview	Technical	Technical
Able to create high quality website content	Application Form/ Interview/Assessment	Technical	Technical
Provides appropriate coaching and guidance	Application Form/Interview	Staff Commitment	Understands People and Roles (3.3)
Experience of scoping projects and actions	Application Form/Interview	Planning and Implementation	Planning (3.1)
Experience of developing and implementing web marketing campaigns	Application Form/ Interview/Assessment	Technical	Technical
Experience of holding self and others accountable for achieving results on time	Application Form/Interview	Leadership	Commitment (3.3)
Experience of the production and presentation of reports	Application Form/ Interview/Assessment	Technical	Technical
In-depth knowledge of current issues relating to Internet-based technologies	Application Form/ Interview/Assessment	Technical	Technical
In-depth knowledge of web-based services	Application Form/ Interview/Assessment	Technical	Technical
In-depth knowledge of the underlying functionality of web-based services and technologies, including a knowledge of HTML	Application Form/ Interview/Assessment	Technical	Technical
Experience of working on and leading projects	Application Form/ Interview/Assessment	Technical	Technical
Ⓜ Structures and continually shapes information to meet the needs and understanding of the intended audience	Application Form/ Interview	Staff Commitment	Communication (3.7)
Ⓜ Draws up new and better ways of targeting and meeting customer needs that are translated into action plans and oversees the implementation to ensure deadlines are met	Application Form/ Interview/Assessment	Customer Focus	Responsiveness (3.1)
Ⓜ Understands the external market and anticipates customer needs and plans accordingly	Application Form/ Interview	Customer Focus	Responsiveness (3.3)
Ⓜ Possesses strong influencing and conflict resolution skills and applies them in building and leading successful project teams	Application Form/ Interview	Staff Commitment	Team Building (3.1)

## WYCA Job Description / Employee Specification

④ Maintains and improves team performance through clear target setting and realistic planning across the organisation	Application Form/ Interview	Staff Commitment	Team Building (3.2)
Must understand requirements and sensitivities of key stakeholders within and outside WYCA and be able to forge constructive partnerships with them to agree and achieve shared aims	Application Form/ Interview/Assessment	Customer Focus	Developing Partnerships & Collaborations (3.1)
Is fully aware of impact of activities on the public's perception of WYCA and its role as a politically-led organisation	Application Form/ Interview	Customer Focus	Political Awareness (3.1)
Able to develop a consensus approach to new ways of working where change is perceived as an opportunity	Application Form/ Interview	Leadership	Visioning (3.3)
Experience of setting themselves challenging but realistic targets which enthusiastically reflect Metro's vision and aims	Application Form/ Interview	Leadership	Challenging (3.3)
Is able to achieve results by acting as a role model to engender enthusiasm for targets in others, and by dealing positively with conflicting issues	Application Form/ Interview	Leadership	Challenging (3.4)
④ Experience of building a team with complimentary strengths	Application Form/ Interview	Staff Commitment	Values Diversity & Equal Opportunities (3.3)
④ Committed to and sells WYCA's vision, mission and plans to all staff	Application Form/ Interview	Leadership	Commitment (3.1)
Experience of providing open and constructive feedback and celebrating contributions of staff in achieving targets and goals	Application Form/ Interview	Staff Commitment	Gives Recognition (3.1)
Recognises opportunities to develop his/her and others' knowledge, skills and ability	Application Form/ Interview	Staff Commitment	Develops Staff (3.1)
Experience of creating and communicating realistic and SMART goals and quality standards	Application Form/ Interview	Planning and Implementation	Developing & Maintaining Processes & Systems (3.1)
Establishes clear parameters and takes decisions that enable others to do their work and apply resources efficiently	Application Form/ Interview	Planning and Implementation	Developing & Maintaining Processes & Systems (3.4)
④ Provides appropriate coaching and guidance	Application Form/ Interview	Staff Commitment	Understands People & Roles (3.3)
④ Agrees responsibility of tasks with others	Application Form/ Interview	Planning and Implementation	Managing Resources (3.3)

The ④ demonstrates that this is one of WYCA's core values.

DESIRABLE COMPETENCIES			
Competencies are listed in descending order of priority			
BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Uses experience to tackle things in novel ways	Application Form/ Interview/Assessment	Leadership	Pro Active (3.5)
Coaches and guides staff in political awareness	Application Form/ Interview	Customer Focus	Political Awareness (3.2)
Experience of knowledge management (collecting, classifying, disseminating knowledge of use to the organisation/ team)	Application Form/ Interview	Customer Focus	Political Awareness (3.3)
Translates short term and mid term objectives into clear and realistic working plans	Application Form/ Interview	Planning and Implementation	Planning (3.2)
Competent user of Word and Excel	Application form / interview	Technical	Technical

## WYCA Job Description / Employee Specification

<b>Post Title</b>	Web Marketing Manager	<b>Section</b>	Leeds City Region Enterprise Partnership (LEP)
<b>Post Ref No.</b>	ES/ES7	<b>Date Of Review</b>	February 2015
<b>Reports To</b>	LEP Communications Manager	<b>Location</b>	Wellington House
<b>Responsible For</b>	N/A		
<b>Grade</b>	J	<b>Salary Pts</b>	J1-J4

Competency levels required for the role							
Planning and Implementation	2	Customer Focus	3	Staff Commitment	4	Leadership	3

MAIN PURPOSE OF POST	
To lead on the development, management and continuous improvement of the LEP's website, including an online "one stop shop" as part of the LEP growth service, providing clear and comprehensive information for local businesses about the support and funding available from the LEP and other partners to enable their growth.	
PRIMARY TASKS	
<ol style="list-style-type: none"> <li>1. To lead, manage and oversee all aspects of the development of a high quality, business-focused website as an integral channel for delivering the LEP's communications and marketing strategy, and a core element of the LEP's new growth service to support growing small and medium-sized businesses in Leeds City Region.</li> <li>2. To lead on developing a website strategy to ensure the continuous improvement of the website, playing a key role in delivering the LEP's overall communications and marketing objectives and meeting government targets on referrals to the LEP's growth service.</li> <li>3. To produce high quality web content for target audiences including SMEs within Leeds City Region, potential inward investors, government ministers/ MPs and local delivery partners – translating complex ideas into clear, concise and accessible web copy that meets industry best practice guidelines and contributes to search engine optimisation targets (SEO).</li> <li>4. To generate intelligence on the performance of the website and the LEP growth service using a range of tools (including Google Analytics), reporting on performance to project and programme boards and identifying opportunities for continuous improvement as part of wider strategic communications planning.</li> <li>5. To establish effective processes and protocols to ensure that growth service, event and other web content is kept fully up-to-date, including building and maintaining relationships with officers across the LEP team and in a wide range of local and national business support delivery organisations.</li> <li>6. To effectively manage the relationship between the LEP and external providers/ suppliers, including CMS developers, user testing agencies and creative agencies, resolving technical issues and developing specifications for the development of new functionality where necessary.</li> <li>7. Coordinate content from across the LEP team and from business support delivery partners, ensuring all content meets best practice guidelines and is in line with the LEP's established brand identity. Includes working with the National Business Support Service and other Government-funded business support and information-providers to produce and syndicate relevant content.</li> </ol>	

**Web Marketing Manager, LEP**



## WYCA Job Description / Employee Specification

8. To play a leading role in meeting marketing communications objectives and delivering on targets for the LEP growth service by devising and implementing effective SEO strategies
9. To lead the process of successfully integrating the website with the LEP's CRM system, working closely with the Project Manager (Client Relationship Management System) and technology providers
10. To manage, maintain and continuously update the website using the Kentico content management system, maintaining a high quality look and feel in line with the LEP's established brand identity, including selection and use of appropriate images.
11. To project manage new phases of website development, coordinating content and input from across the LEP team and partner organisations where appropriate.
12. To effectively manage project budgets of up to £50,000 with external providers and suppliers as part of a larger communications and marketing budget.
13. To play a key role in the development of digital marketing and communications strategies and the production of high quality digital content including blogs, case studies, videos, social media and e-marketing, working closely with the LEP communications and marketing team.
14. To keep abreast of new developments, trends and technologies in website and digital marketing and make recommendations to the Communications Manager and Growth Service Manager on how the LEP could exploit these to meet communications, marketing and wider business objectives.
15. Any other duties commensurate with grade.

### ESSENTIAL COMPETENCIES

Competencies are listed in descending order of priority

BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Educated to degree level or above (ideally with additional postgraduate qualification in digital marketing or web development)	Application Form/ Interview	Technical	Technical
Proven experience of devising and successfully implementing effective web content strategies to meet targets within an overall marketing and communications strategy	Application Form/Interview	Technical	Technical
Significant experience of writing, editing and proofreading high quality web content in a B2B environment in line with industry best practice and the need of target audiences	Application Form/Interview	Technical	Technical
Continually shapes and refines communication processes	Application form/ Interview	Staff Commitment	Communication 4.4
Analyses problems and issues for solutions	Application form/ Interview	Leadership	Commitment 3.5
Thinks creatively about the business and customers	Application form/ Interview	Customer Focus	Responsiveness 3.4
Expertise in leading on the development, management and continuous improvement of high quality websites using content management systems	Application form/ Interview	Technical	Technical
Experience of successfully managing and monitoring	Application	Technical	Technical

**Web Marketing Manager, LEP**

## WYCA Job Description / Employee Specification


budgets of at least £50,000, controlling costs and delivering savings	form/ Interview		
Proven ability to manage relationships at all levels in a cross-departmental and/ or partnership environment, including influencing senior management	Application Form/Interview	Technical	Technical
Strong project management skills and the ability to deliver website objectives on time and within budget	Application form/ interview	Technical	Technical
Experience of effectively managing relationships with external suppliers to deliver website objectives, including resolving technical and/ or performance-related issues	Application Form/Interview	Technical	Technical
Experience of successfully managing and monitoring website performance using a variety of tools (including Google Analytics) and of making recommendations for continuous improvement and development	Application Form/Interview	Technical	Technical
Expertise in designing and implementing effective search engine optimisation (SEO) techniques to meet marketing objectives and targets	Application Form/Interview	Technical	Technical
Ability to establish effective processes and protocols to coordinate timely, high quality content from across various departments and/ or organisations, ensuring consistent tone, look and feel	Application Form/Interview /Assessment	Technical	Technical
Proven experience of translating complex information into clear, concise and compelling website copy	Application Form/Interview	Technical	Technical
Expertise in capturing customer data through the website in adherence with Data Protection Act legislation and industry best practice	Application form/ Interview	Technical	Technical
Strong understanding of current trends and innovation in website development and digital marketing and applying these to enhance business performance	Application Form/Interview	Technical	Technical
Good understanding of the needs of small and medium-sized enterprises in accessing business support and finance, and how effective website content can address these needs	Application Form/Interview	Technical	Technical
Considers an effective use of all available resources (equipment, materials, people, technology) and creates action plans with clearly allocated roles and responsibilities	Application Form/ Interview	Planning & Implementation	Managing Resources (3.1)
Possesses a sense of urgency and sets priorities	Application Form/Interview	Leadership	Pro Active 2.4
Builds partnerships within and outside the organisation	Application Form/Interview	Customer Focus	Developing Partnerships & Collaborations 3.1
Develops and applies processes and systems	Application Form/Interview	Planning & Implementation	Developing & Maintaining Processes & Systems 2.1

# WYCA Job Description / Employee Specification

DESIRABLE COMPETENCIES			
Competencies are listed in descending order of priority			
BEHAVIOURS/ TECHNICAL SKILLS AND QUALIFICATIONS	HOW IDENTIFIED	COMPETENCY	UNIT OF COMPETENCY
Professional qualification in marketing, communications or a related discipline	Application Form	Technical	Technical
Experience of leading on the creation, development and management of web content for businesses within a business support or economic development organisation	Application Form/Interview/ Assessment	Technical	Technical
Proven ability to meet marketing and business targets by developing and implementing effective web content strategies	Application Form/ interview	Technical	Technical
Experience of managing websites using Kentico content management system	Application Form	Technical	Technical
Experience of integrating website with customer relationship management systems	Application Form/Interview	Technical	Technical
Understanding of the implications of working in a politically sensitive environment	Application Form/ Interview	Technical	Technical

## New Grade Structure

Grade	SP1	SP2	SP3	SP4
A	£12,926	£13,327	£13,993	£14,660
B	£13,547	£14,260	£14,973	£15,686
C	£14,495	£15,258	£16,021	£16,784
D	£15,493	£16,308	£17,123	£17,939
E	£16,526	£17,396	£18,266	£19,136
F	£18,429	£19,399	£20,369	£21,339
G	£20,165	£21,226	£22,287	£23,349
H	£22,763	£23,961	£25,159	£26,357
I	£25,882	£27,244	£28,606	£29,968
J	£29,076	£30,606	£32,136	£33,667
K	£33,204	£34,952	£36,700	£38,447
L	£37,685	£39,668	£41,651	£43,635
M	£43,607	£45,902	£48,197	£50,492
N	£50,609	£53,273	£55,937	£58,600
O	£57,656	£60,690	£63,725	£66,759

 Living Wage Supplement (£15,145)