

## JOB DESCRIPTION

<b>Job Title</b>	Mayoral Communications Intern
<b>Salary Band</b>	SCP 13-15
<b>Reporting to</b>	Senior Mayoral Communications Officer
<b>Directorate</b>	Corporate Development and Delivery
<b>Service Area</b>	Mayoral Communications
<b>Political Restriction</b>	No

<b>1. Primary Purpose of the Post</b>
Work alongside the Mayor's communications team to help plan and deliver media and communications support to the region's most senior politician, helping to raise awareness of the Mayor and the work of the Liverpool City Region Combined Authority
<b>2. Key Responsibilities</b>
<ul style="list-style-type: none"> <li>You will play a role in delivering multi channel communication campaigns to raise awareness of the Mayor and the work of the Liverpool City Region Combined Authority</li> <li>Working with the Mayor's Office and communications team, you will help to deliver timely, impactful, proactive and reactive media content and briefings as required.</li> <li>Use your political awareness and communications skills to develop and implement a range of media strategies covering specialist areas of the Mayor's decisions and policies.</li> <li>Maintain and develop the Mayoral communications team's database of key external contacts, including local and national media, to ensure effective communication of the Mayor's policies and strategies.</li> <li>Contribute to the development and maintenance of the press office communications grid.</li> <li>Organise and accompany the Mayor to appropriate external engagements, ensuring effective media management, as required.</li> <li>Create and develop social media assets, including processing and editing event photography, subtitling videos and creating and editing images and graphics for publication.</li> <li>Monitor the Mayor's social media channels to log queries from the general public, draft appropriate responses and escalate to relevant teams within the Combined Authority.</li> <li>Maintain and grow the Mayor's multi channel audience to ensure communication of key decisions and policies receive maximum impact.</li> <li>Support the organisation, storage and archive of the team's media library for campaigns.</li> <li>Use your research skills to populate the Mayoral communications team's annual event calendar with key dates and awareness days.</li> </ul>

- Provide daily media monitoring of developments of local and national stories that reference or link to the Mayor and/or his policies and strategies.

**PERSON SPECIFICATION**

**Service Area:** Mayoral Communications

**Job Title:** Mayoral Communications Intern

**Grade:** SCP 13-15

**Note to Applicants.** Essential criteria are marked with \*. All other criteria are desirable.

	CRITERIA	METHODS OF ASSESSMENT
<b>Qualifications and Training</b>	Educated to GCSE level or equivalent*	A
<b>Experience &amp; Knowledge</b>	Interest in working in a political environment Demonstrable knowledge of the Liverpool City Region and the issues facing a growing city region.* Understanding and commitment to the devolution agenda. Commitment to the values and principles of the Metro Mayor and the Liverpool City Region Combined Authority.*	A, I A, I A, I A, I
<b>Skills/Abilities</b>	Excellent writing skills and ability to adapt copy for a range of audiences and channels.* Able to translate complex/technical information into plain English.* Good interpersonal skills; able to work confidently with internal and external stakeholders. Ability to work creatively to produce engaging content for online and traditional channels.* Well organised and able to manage own workload effectively to meet deadlines. Excellent design and production skills to support the creation of digital content for social media. Ability to identify and build audiences on social media to raise the profile of the Mayor and the work they do.	A, I, E A, I, E A, I A, I A, I A, I A, I
<b>Commitment</b>	You will be flexible and able to demonstrate the same level of enthusiasm whether you're working with a local community group or working with the Mayor to promote an issue of national significance.*  Ability to work effectively under pressure, including competing deadlines, where differences of opinion may require influencing and decision making skills.	A, I  A, I A, I

**Key to Assessment Methods:**

I - Interview P - Presentation A - Application E - Exercise T - Test AC - Assessment