

**Job Description**

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| **Job Title:** | Corporate Communications Manager |
| **Team:** | Marketing & Communications |
| **Classification:** | Manager |
| **Reports to:** | Head of Media & Communications |
| **Classification of Line Manager:** | Head Of |
| **Number of Direct Reports:** | 0 |

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| **Job Purpose** |
| As Corporate Communications Manager, you will be operating in a highly collaborative space, at the heart of WMGC’s fast-paced Media and Communications team. The appointed person will be responsible for raising the profile of WMGC in the media and marketplace, taking a leading role on internal briefings and event support, as well as on reporting and evaluation. Reporting into the Head of Media and Communications, you will have the unique opportunity to work across all of WMGC’s programme areas – from investment and B2B, to tourism and B2C. |

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| **Our people and our offices** |
| West Midlands is an exciting, vibrant and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employment practices will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.  West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status.  We believe that it is in the company's best interests and of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all.  To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate.  This is a hybrid working opportunity, with the physical place of work being the Colmore Building, Birmingham. |

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| **Main responsibilities and key activities** |
| Work closely with the wider communications team to develop standardised and consistent corporate messaging and briefing documents, which reflect business priorities.  Work closely with the Head of Media and Communications to identify and implement relevant corporate communication opportunities and topics that support awareness raising of WMGC and its position in the market.  Draft high quality opinion-editorials, press releases, quotes, statements and speeches, aligning to WMGC’s strategic objectives across corporate, investment and tourism.  Work closely with the Head of Media and Communications, as well the Policy & Partnerships team to support WMGC governance processes, stakeholder liaison and stakeholder reporting, utilising CRM.  Support the development and delivery of a stakeholder engagement plan, to include ongoing outreach activity, shared communications campaigns and tracking of activity in CRM.  Work with the corporate events team, ensuring consistent and accurate briefing of WMGC spokespeople and its stakeholders, in keeping with corporate objectives and aligning messages.  Work closely with the corporate marketing team to ensure consistency and effective delivery of corporate communications across owned and shared channels.  Work as central point in wider communications team for tracking and recording shareholder communications activity.  Work flexibly across the broad communications team to support with reactive requests across investment, tourism and policy. |

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| **Dimensions** |
| * Reporting to the Head of Media and Communications, as part of the central communications team, working closely with the Investment Communications Manager, Tourism Communications Manager, as well as the Head of Policy and Partnerships and wider Leadership Team. * The role will span internal and external communications, corporate communications, stakeholder communications and evaluation and reporting. * Key relationships externally include local authorities across the West Midlands as well as WMGC’s wider shareholder and partner network. |

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| **Key Skills and Competency Requirements** | | |
| **Area** | **Essential** | **Desirable** |
| **Qualifications** | * Professional qualification or relevant degree, or equivalent experience | * Evidence of continuous professional development |
| **Skills and attributes** | * Ability to accurately compose strong communications materials to the highest editorial standards. * Able to produce compelling content to support strategic positioning campaigns. * Team player with strong collaboration skills and the ability to maintain strong relationships with key stakeholders. * Delivery of corporate communications for senior stakeholder and partner audiences. * Ability to work in an agile way in a reactive environment. | * Internal communications experience. * Interest in continually and creatively developing stakeholder, partner and corporate communications activity * Stakeholder relations at a regional level. * Experience of supporting c-suite executives with communications * Flexibility to work across a multi-faceted programme * Proactive in ensuring work is delivered and targets met |
| **Knowledge and experience** | * Experience within a similar corporate facing role * Expertise in developing relationships in a multi-stakeholder / delivery partner environment * Ability to work as part of an integrated team * Knowledge of how to draft high quality corporate communications content. | * Knowledge of the West Midlands and its public/private sector landscape * Experience of trade & investment, and/or tourism & culture * Knowledge of using internal CRM systems * Experience of working with senior leadership. |

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| **Our values** | |
| **Working together** | We take pride in our approach to working together in a diverse, open and inclusive environment. |
| **Creative thinker** | We are creative and innovative in the work that we do, in our delivery and our outputs. |
| **Trusted partners** | We are a trusted partner – we work together with clients and stakeholders for the benefit of the region. |
| **Proactive leader** | We are proactive leaders continually striving for excellence, passionate about unlocking potential for the West Midlands. |

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| **Prepared by:** | | |
| **Name** Rabia Raza | **Job title** Head of Media & Communications | **Date** August 2022 |