

Role Profile

Key Information

Post Title: Head of Communications and Marketing

Date: July 2026

Post Group Number: CCA0018

Grade: 18

Reports to: Directorate of Corporate Affairs

Service Area: Corporate Affairs

Purpose of the Post

The Communications and Marketing service is responsible for how Cumbria Combined Authority communicates with residents, businesses, partners, Government and the media.

The team leads the authority's corporate communications, media relations, digital communications, marketing campaigns, branding, internal communications and stakeholder engagement. It plays a key role in protecting and enhancing the authority's reputation, building understanding of the authority's role and promoting Cumbria nationally in support of the authority's strategic priorities.

Key Job Specific Accountabilities

- Lead, motivate and develop the Communications and Marketing team, creating a modern, professional and supportive service that delivers high-quality communications across the authority.
- Develop and deliver the authority's Communications and Marketing Strategy, ensuring communications support the Corporate Plan and organisational priorities.
- Develop and implement a proactive approach to stakeholder engagement, ensuring communications support effective relationships with residents, businesses, partners and Government.
- Act as the authority's senior communications adviser, providing strategic advice to the Chief Executive, Directors and Board Members on complex, high-profile and sensitive issues.
- Build trusted relationships with Board Members, constituent councils and partner organisations, providing professional communications advice that reflects the authority's governance arrangements and political context.



- Lead the authority's media relations and reputation management, developing strong relationships with local, regional and national media and ensuring effective proactive and reactive communications.
- Provide communications support to the authority's Board, committees and governance arrangements, ensuring timely, accurate and accessible information is available to Members and the public.
- Develop and maintain the authority's corporate brand, ensuring it is used consistently and continues to build recognition and trust.
- Lead the planning and delivery of communications and marketing campaigns that support the authority's priorities, including economic growth, transport, skills, housing and investment.
- Oversee the authority's digital communications, including the website, social media and other digital channels, ensuring content is accessible, engaging and meets audience needs.
- Lead and shape internal communications that keep colleagues informed, engaged and connected as the organisation develops.
- Work closely with communications teams across constituent councils, Government departments and partner organisations to deliver joined-up communications where appropriate.
- Lead communications that strengthen Cumbria Combined Authority's role as the strategic voice for Cumbria, promoting the county nationally, supporting inward investment and building strong relationships with key stakeholders.
- Shape communications planning for major projects, consultations, funding announcements, events and regional initiatives.
- Lead communications during emergencies and other high-profile situations, ensuring timely, accurate and consistent information.
- Use insight, audience research and performance data to continually improve how we communicate.
- Drive communications that support organisational change, helping colleagues, partners and stakeholders understand new priorities, structures and ways of working.
- Evaluate the effectiveness of communications and marketing activity, using insight and performance data to demonstrate impact and continuously improve how the authority communicates.
- Ensure communications are accessible, inclusive and reflect the authority's commitment to openness, transparency and public accountability.
- Manage communications budgets, external contracts and suppliers, ensuring value for money and continuous improvement.

Please note: Annual targets will be discussed during the appraisal process.



Key Facts and Figures of the Post

- **Budget Responsibilities:** Manage the Communications and Marketing budget, including marketing campaigns, advertising, media activity, events, external suppliers and agency contracts.
 - **Management Responsibilities:** Provide strategic leadership and management for the Communications and Marketing team, including workforce planning, performance management, professional development, wellbeing and continuous service improvement.
 - **Other:** Regular contact with the Chief Executive, Directors, Board Members, constituent councils, Government departments, local and national media, businesses, investors, partner organisations and external suppliers.
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Essential Criteria

Qualifications

- Degree in communications, marketing, public relations, journalism or a related discipline, or significant relevant senior experience.
- Professional membership of the CIPR, CIM or equivalent is desirable.

Knowledge

- Excellent understanding of strategic communications, marketing and media relations.
- Strong knowledge of digital communications, social media and content management.
- Understanding of branding, stakeholder engagement and reputation management.
- Knowledge of local government, combined authorities and political governance.
- Understanding of communications evaluation, audience insight and accessibility standards.

Experience

- Leading strategic communications and marketing within a complex, high-profile organisation.
- Developing and delivering strategic communications and marketing strategies.
- Advising senior leaders on communications and reputation.
- Managing media relations and high-profile issues.
- Delivering integrated campaigns across a range of channels.
- Leading and developing communications teams.



- Building effective relationships with partners and stakeholders.
- Managing budgets, contracts and external suppliers.

Expertise

- Excellent written and verbal communication skills.
 - Ability to explain complex information clearly and simply.
 - Strong leadership and people management skills.
 - Sound judgement and political awareness.
 - Ability to build trusted relationships with senior leaders and external partners.
 - Strong organisational and project management skills.
 - Ability to prioritise competing demands and perform well under pressure.
 - Ability to think strategically while delivering at pace.
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Disclosure and Barring Service (DBS) Checks

This post does not require a DBS check.

Job Working Circumstances

- **Emotional Demands:** The role involves managing high-profile issues, media scrutiny, tight deadlines and politically sensitive communications, requiring resilience, sound judgement and the ability to remain calm under pressure.
- **Physical Demands:** Predominantly office-based with regular use of IT, meetings and attendance at events.
- **Working Conditions:** Hybrid working with regular travel across Cumbria and occasional national travel.
- **Other Factors:**
 - Occasional evening and weekend working.
 - Attendance at Board meetings, public events and conferences.
 - Availability to support emergency communications and major incidents when required.

