

Job Description

Directorate:	Place		
Service:	Lancashire Skills and Employment Hub		
Location:	County Hall, Fishergate, Preston, Lancashire, PR1 8XJ		
Salary range:	£40,777 to £46,142	Grade:	9
Reports to:	Manager – Lancashire Skills and Employment Hub	Staff responsible for:	0

Job purpose and scope
<p>The Lancashire Skills and Employment Hub, part of the Lancashire Combined County Authority (LCCA) is a strategic team which works with partners to support the skills and employment priorities across Lancashire. Our focus is to create the conditions for a balanced, skilled and inclusive labour market to underpin economic well-being, productivity and growth across the Lancashire area.</p> <p>We work with a wide range of partners to deliver our priorities which fit into the following four strategic themes, Future Workforce, Inclusive Workforce, Skilled and Productive Workforce and Social Value. We take an informed approach to setting priorities through analysis of local labour market intelligence.</p> <p>As part of our work, we support a range of skills and employment programmes across Lancashire. Effective communication of these opportunities is essential to ensure that residents and businesses are aware of, and able to access, the support available to them.</p> <p>This role will aim to lead and deliver high-quality marketing and communications activity across the Lancashire Skills Hub, ensuring all content, campaigns and collateral are on brand, accessible, timely and effective in promoting Lancashire Skills Hub projects, initiatives and impact. The post holder will liaise with both internal and external stakeholders and conduct research to ensure the integrity of the information and communications shared.</p> <p>The role will also form and become part of the LCCA marketing and communications function and will work collaboratively with the member authorities and with other strategic priority areas, including Innovation, Trade and Investment and Transport, supporting wider marketing and communications activity.</p>

Accountabilities/Responsibilities
<p>Working with the Lancashire Skills Hub Manager and the wider team you will drive the communication of all projects and activity within the Lancashire Skills Hub Team, as well as support the wider marketing and communications activity of the LCCA where required.</p> <p>You will develop and deliver communication plans and content across a range of channels, ensuring communications are clear, consistent and appropriate for the intended audience.</p>

You will need to safeguard the reputation of the Lancashire Skills Hub and LCCA in all communications.

Communications Planning & Content

- Develop and implement a marketing and communications plan across the Lancashire Skills Hub, which is aligned with the wider LCCA plan.
- Provide professional communications support and advice to the Skills Hub team, members and wider LCCA.
- Plan, schedule and deliver social media content for all Lancashire Skills Hub projects, often involving working with stakeholders and ensuring all posts are on brand, appropriately tagged and aligned with core messaging.
- Produce content for a range of channels including social media, newsletters, website content, press releases, case studies and promotional materials. Ensure communications content is accurate, accessible and in line with agreed messaging and brand guidelines.
- Monitor and respond to media and social media enquiries where appropriate.
- Horizon scan to identify upcoming key dates, announcements and opportunities, sharing intelligence to support forward planning and a strong pipeline of communications activity.
- Maintain communications schedules and support the planning of promotional activity.
- Work with internal teams and external partners to develop communications activity and gather content, news stories and case studies.
- Represent the team and the LCCA at relevant key meetings with both internal and external partners.

Brand, Assets & Accessibility

- Ensure all communications collateral is relevant, accurate and up to date, and available for events, exhibitions and stakeholder engagement.
- Refresh and maintain all marketing assets in line with brand guidelines and current initiatives or announcements.
- Ensure all marketing and communications materials meet accessibility standards, including website content, digital assets and printed materials.
- Support website updates, ensuring content remains current, accessible and reflective of Lancashire Skills Hub priorities.

Stakeholder Engagement & Partnerships

- Build and maintain good working relationships with Lancashire Skills and Employment Hub teams, delivery partners, stakeholders and business networks.
- Work with partners and delivery organisations to support coordinated communications activity.
- Support the development of case studies and promotional content across Lancashire Skills and Employment Hub projects and programmes.
- Liaise with commissioned organisations and external partners regarding communications outputs and agreed activity.
- Ensure communications activity reflects the wider approach and priorities of the LCCA.

Events, Case Studies & Promotion

- Support the planning and promotion of events, exhibitions and engagement activity across the Lancashire Skills and Employment Hub and wider LCCA.
- Promote case studies and success stories through appropriate communications channels.
- Coordinate branded materials and promotional resources for Lancashire Skills and Employment Hub projects and programmes in line with LCCA brand guidelines.

Monitoring and Reporting

- Produce regular reports on communications activity, including engagement figures and performance information.
- Monitor the effectiveness of communications activity and use analytics and feedback to help improve future activity.

The Lancashire Mindset

Here at Lancashire County Council, we are helping to make Lancashire the best place to live, work, visit, and prosper. To help us achieve this, we have introduced the Lancashire Mindset: Growth, Ownership, Optimism, and Positive Impact. Adopting this mindset across the entire organisation not only brings our values to life but also emphasises the collective commitment to delivering the best for the people of Lancashire.

The Lancashire Mindset serves as a guiding force for a culture rooted in growth, ownership, optimism, and the commitment to making a meaningful positive impact.



Other

• Equal Opportunities

We are committed to achieving equal opportunities in the way we deliver services to the community and in our employment arrangements. We expect all employees to understand and promote this policy in their work.

• Health and safety

All employees have a responsibility for their own health and safety and that of others when carrying out their duties and must help us to apply our general statement of health and safety policy.

- **Customer Focused**

We put our customers' needs and expectations at the heart of all that we do. We expect our employees to have a full understanding of those needs and expectations so that we can provide high quality, appropriate services at all times.

- **Safeguarding Commitment**

We are committed to protecting and promoting the welfare of children, young people and vulnerable adults.

- **Skills Pledge**

We are committed to developing the skills of our workforce. All employees will be supported to work towards a level 2 qualification in literacy and numeracy if they do not have one already.

Our Values

We expect all our employees to demonstrate and promote our values:

- **Supportive**

We are supportive of our customers and colleagues, recognising their contributions and making the best of their strengths to enable our communities to flourish.

- **Innovative**

We deliver the best services we possibly can, always looking for creative ways to do things better, putting the customer at the heart of our thinking, and being ambitious and focused on how we can deliver the best services now and in the future.

- **Respectful**

We treat colleagues, customers and partners with respect, listening to their views, empathising and valuing their diverse needs and perspectives, to be fair, open and honest in all that we do.

- **Collaborative**

We listen to, engage with, learn from and work with colleagues, partners and customers to help achieve the best outcomes for everyone.

Person Specification

All the following requirements are essential unless otherwise indicated by *

Your ability to meet the job requirements will initially be assessed by the information provided on your application but further assessment will be undertaken at interview and, in some cases, by using other types of assessment(s).

Qualifications

Essential

- Degree level qualification in a relevant subject or equivalent professional experience in communications, marketing, journalism, public relations, digital media or a related discipline.
- GCSE English (or equivalent) at Grade C / 4 or above.

Desirable

- Professional qualification or accreditation in marketing or communications (e.g. CIM, CIPR or equivalent).
- Evidence of continuing professional development in digital communications, accessibility or public sector communications.
- Project Management qualification.

Experience

Essential Experience

- Significant experience leading marketing and communications activity for complex programmes, services or initiatives, ideally within the public sector, skills, employment, economic development or partnership environments.
- Proven experience translating complex or technical activity into clear, accurate and engaging communications for a wide range of audiences, including residents, employers, partners and stakeholders.
- Experience developing and delivering integrated marketing and communications plans across multiple channels, including digital, social media, web, PR and events.
- Demonstrable experience ensuring high standards of quality, accuracy and consistency across communications outputs, including content produced by internal teams and external partners.
- Experience working collaboratively with multiple stakeholders where influence and negotiation are required rather than direct authority.
- Experience using performance data, insight and analytics to evaluate the impact of communications activity and inform continuous improvement.
- Experience working within local government, combined authorities, skills bodies, or economic development organisations.

Desirable Experience

- Experience supporting time limited or externally funded programmes, including reporting against outputs or outcomes.
- Experience working with central communications teams or external agencies.
- Event management planning and execution.

Essential knowledge, skills & abilities

- Excellent written and verbal communication skills, with the ability to produce clear, accessible and engaging content for diverse audiences.
- Strong editorial judgement, with the confidence to provide expert advice, guidance and constructive challenge to improve communications quality, ensuring outputs are accurate, clear, accessible and aligned with Lancashire Skills Hub objectives.
- Strong time management skills, with the ability to manage multiple priorities, projects and deadlines in a fast-paced, evolving environment.
- Strong relationship-building skills, with the ability to work collaboratively across organisational and sector boundaries, including engaging employers and stakeholders to design communications that meet their needs.
- Creative and proactive approach to identifying communication opportunities and telling impactful stories.
- Good understanding of accessibility, inclusion and equality considerations in public-facing communications, alongside brand management requirements.
- Ability to act as a subject matter expert for communications and marketing within the Lancashire Skills Hub.
- Experience using CMS and digital content tools (e.g. WordPress, Canva or similar) to deliver high-quality outputs.
- Effective networking skills with a wide range of staff, external stakeholders, employers and industry leaders.
- Reliable, punctual, proactive, and adaptable to changes in procedures and technology.
- Ability to respect confidentiality and comply with data protection requirements.
- Ability to work accurately under pressure, prioritise tasks and manage workload effectively while maintaining attention to detail.
- Demonstrates initiative, positivity and enthusiasm.

Other essential requirements

- Commitment to equality and diversity.
- Commitment to health and safety.
- Display the LCC values and behaviours at all times and actively promote them in others.
- This is an essential car user post*

Marketing and Communications Lead Officer

You will be required to provide a car for use in connection with the duties of this post and must be insured for business use. In certain circumstances consideration may be given to applicants who, as a consequence of a disability, are unable to drive