

Post Specification

Post Specification - Key Information

- **Post Title:** Digital Communications Officer
- **Date:** April 2026
- **Final Grade:** 12

Service Area Description

This post sits within the Communications team, which manages all internal and external communications and engagement for the Combined Authority.

Purpose of this Post

To support the delivery of effective, high-quality communications and engagement activity that promotes the work, priorities and impact of Cumbria Combined Authority. The post holder will help ensure consistent, clear and timely communication with stakeholders, supporting transparency, public confidence and employee engagement while contributing to the authority's strategic objectives.

Key Job Specific Accountabilities

- Support the development and delivery of the communication plan.
- Plan, draft and deliver clear, accessible and engaging communications across digital, print, media and internal platforms.
- Provide professional communications advice and support to service areas, programme leads and senior officers.
- Deliver communications activity to support key programmes, policy initiatives, events and campaigns.
- Manage website and social media content, ensuring accuracy, accessibility and brand consistency.
- Support media activity, including drafting press releases, handling enquiries and liaising with external media partners where required.
- Contribute to internal communications to keep staff informed and engaged.
- Support consultation and engagement with communities, partners and stakeholders, including taking responsibility for newsletters.
- Monitor engagement, looking at website analytics, social media insights and press coverage.
- Ensure communications comply with accessibility, equality, data protection and pre-election requirements.

Key Facts and Figures of the Post

- **Budget Responsibilities:** No direct budget responsibility.
- **Management Responsibilities:** No direct line management responsibility; may provide informal support to colleagues, freelance or temporary staff.
- **Other:** The post holder will work closely with internal teams, elected members, partner organisations and external stakeholders. Occasional attendance of events outside normal office hours may be required.

Essential Criteria

- **Qualifications:**



- Degree-level education or equivalent experience in communications, PR, marketing or a related field.
- **Knowledge:**
 - Understanding of communications practice within a public sector or politically sensitive environment an advantage.
 - Knowledge of digital communications, social media and content management systems.
 - Awareness of accessibility, equality and information governance requirements.
 - Understanding of stakeholder and community engagement principles.
- **Experience:**
 - Delivering communications or engagement activity in a complex organisation.
 - Writing content for a range of audiences and channels.
 - Supporting campaigns, projects or programmes through effective communications.
 - Working collaboratively with internal colleagues and external partners.
- **Expertise:**
 - Strong written and verbal communication skills, with the ability to adapt tone and style for different audiences.
 - Ability to manage workloads and meet deadlines in a fast-paced environment.
 - Problem-solving skills and the ability to provide clear, practical advice.
 - Attention to detail and a commitment to high standards of accuracy and quality.

Disclosure and Barring Service (DBS) Checks

- This post does not require a DBS check.

Job Working Circumstances

- **Emotional Demands:**
 - The role may require managing sensitive or high-profile communications, including responding to public or stakeholder concerns.
 - Occasional exposure to contentious issues or tight deadlines, requiring resilience and the ability to remain calm, objective and professional.
- **Physical Demands:**
 - Normal office working requirements.
- **Working Conditions:**
 - Based in an office environment, primarily in Penrith, with flexibility for hybrid working in line with Cumbria Combined Authority policies.
 - Some travel across the Cumbria area may be required to attend meetings, events or engagement activities.
- **Other Factors:**
 - Occasional requirement to work outside of normal office hours to support events, campaigns or time-sensitive media activity.
 - Requirement to travel across the Cumbria Combined Authority area and occasionally beyond, as necessary.
 - Must maintain professional confidentiality and demonstrate political awareness.

