

HEAD OF MEDIA ROLES AND RESPONSIBILITIES

Reports to: ST Chairman

ROLE PURPOSE

The Head of Media leads Statom Group's media and marketing content function. The role sets a coherent Group content strategy, directs the production team and ensures approved material presents the Group's projects, people, capability and culture accurately. The postholder is accountable for planning, quality, governance, delivery and measured improvement across Group channels, while working within agreed budgets and delegated authority.

KEY WORKING RELATIONSHIPS

- ST Chairman, Group leadership and the leaders of Statom businesses.
- Media team, HR, Business Development and Bids, project and site teams, HSEQ, IT, Legal and privacy contacts.
- Clients, principal contractors, agencies, freelance creators, print and digital suppliers where approved.

ROLE BOUNDARIES AND DECISION RIGHTS

- Lead the Group media and content plan and allocate team resources within approved objectives, budgets and delegated authority.
- Approve brand and production quality for publication; require the relevant business owner to verify project facts, HR to approve people claims, HSEQ to approve safety content and clients to approve material where required.
- Seek the ST Chairman's or other authorised approver's decision on material campaign commitments, unbudgeted spend, sensitive external statements and significant changes of strategy.
- Direct team activity and performance through the Company's people processes; refer formal contractual, pay and employee relations decisions to HR and the authorised decision maker.
- Escalate material safety, legal, privacy, client, security or reputational concerns promptly and pause publication where approval or accuracy is uncertain.

KEY RESPONSIBILITIES

Group media strategy and planning

- Set and maintain a Group media strategy and rolling editorial plan aligned to approved business priorities, bids, recruitment and internal communications.
- Define audiences, channels, key messages, content themes, deliverables, owners and realistic success measures with stakeholders.
- Prioritise competing requests across Group companies and explain resource, budget and timing decisions clearly.
- Develop a proportionate annual production and campaign plan for review and approval by the ST Chairman.

Creative direction and brand stewardship

- Set standards for storytelling, filming, photography, design, writing and editing that reflect each business while protecting the Group identity.
- Review major content and campaigns for accuracy, usefulness, accessibility, production quality and fit for the intended audience.

- Maintain approved brand guidance, templates, tone of voice and channel standards; correct inconsistent or outdated material.
- Commission or direct high value case studies, capability material, project stories and leadership communications.

Team leadership and development

- Lead the Media Production Creator, Website Developer and Designer and other assigned media or marketing colleagues, including apprentices where applicable.
- Set clear objectives, responsibilities, review points and service expectations; hold regular one to ones, PDRs and constructive feedback conversations.
- Plan capacity, site cover, equipment and skills development; supervise apprentice work in line with the agreed training plan.
- Address performance or conduct concerns fairly with HR support and build a collaborative, inclusive and accountable team culture.

Delivery across business priorities

- Oversee the production of approved bid, client, project, recruitment, social media and internal communication assets from brief to publication and archive.
- Coordinate with project teams on safe access, site permissions, programme constraints and factual sign off.
- Work with HR on vacancy, apprenticeship and employer brand content, and with HSEQ on approved safety and learning messages.
- Ensure websites and social channels carry current, relevant content and that urgent corrections are handled promptly.

Approvals, risk and information control

- Operate a documented approval route covering factual accuracy, brand, client permissions, image use, privacy and publication authority.
- Ensure staff and suppliers follow site safety, filming, drone, copyright, licensing, confidentiality and information security requirements relevant to each assignment.
- Maintain usable records of briefs, consents or other permissions, approved final versions, publication decisions and asset retention.
- Coordinate with relevant specialists on sensitive incidents and avoid speculation or unauthorised public comment.

Budget, suppliers and assets

- Plan and monitor approved media spending, supplier work, subscriptions and equipment, escalating forecast variances early.
- Specify and evaluate external work against quality, delivery and value, following procurement and delegated authority requirements.
- Maintain an organised and searchable content library, clear usage rights and an equipment inventory with suitable access controls.
- Identify opportunities to reuse assets and simplify workflows without compromising quality, safety or permissions.

Performance reporting and improvement

- Provide the ST Chairman with a concise monthly view of delivery, priorities, spending, risks, approvals and results.
- Agree baselines and interpret channel, campaign, recruitment and asset usage data in context, including factors outside the team's control.
- Gather stakeholder feedback, review production bottlenecks and implement evidence based improvements to content and processes.

ROLE SPECIFIC TECHNICAL AND PROFESSIONAL COMPETENCIES

These competencies form the role specific part of the performance and development framework. Evidence should be proportionate to the role, training and delegated authority.

TECHNICAL OR PROFESSIONAL COMPETENCY	WHAT GOOD LOOKS LIKE IN THIS ROLE
Media strategy and prioritisation	Sets an achievable Group plan with clear audiences, business purpose, owners, resources and measures; adjusts priorities transparently.
Creative and editorial leadership	Provides clear briefs and quality challenge; publishes accurate, accessible and compelling work suited to each channel.
Production and digital oversight	Directs video, photography, design, websites and social activity with enough technical judgement to test quality and commission specialists.
Governance and approvals	Maintains reliable publication, filming, privacy, rights and client approval controls and acts quickly when risk emerges.
Team and supplier leadership	Sets expectations, develops capability, supervises delegated work and manages suppliers to agreed deliverables.
Budget and measurement	Controls approved resources and gives leadership an honest view of cost, results, risks and practical next steps.

STATOM BEHAVIOURAL COMPETENCIES

The postholder is expected to demonstrate these behaviours consistently in how work is delivered and how colleagues are supported.

BEHAVIOURAL COMPETENCY	WHAT GOOD LOOKS LIKE IN THIS ROLE
Drives Performance	Sets clear priorities, holds the team accountable for quality and delivery, and intervenes early where work slips.
Understands Stakeholder Needs	Connects the Chairman's priorities with the needs of businesses, clients, project teams, employees and audiences.
Builds Trusted Relationships	Communicates candidly, listens to challenge and earns confidence through accurate content and reliable follow through.
Commercial Judgement	Balances content value, production cost, capacity, reputation and risk within delegated authority.
Bigger Picture View	Links Group positioning and each business's work to bids, recruitment, client trust and long term reputation.
Open to Change	Uses evidence, feedback and new methods to improve performance while supporting the team through change.

PDR AND PERFORMANCE FRAMEWORK

- This role profile, role specific competencies, Statom behavioural competencies and separately agreed objectives form the performance framework.

- The line manager and postholder should agree priorities, baselines, measures and review dates through the PDR process. Measures may be updated to reflect workload, access, approved resources and business priorities.
- Assessment considers quality, accuracy, governance, collaboration and sustainable outcomes, supported by briefs, approval records, asset logs, analytics, feedback and examples of completed work.
- A serious failure involving safety, confidentiality, permissions, accuracy or deliberate bypassing of approvals may materially affect the overall assessment.

INDICATIVE PERFORMANCE AND BONUS MEASURES

The weightings below are an indicative structure for assessing individual contribution. They do not create a guaranteed bonus or a fixed payment. Any bonus depends on the employment contract and any separately communicated Company bonus arrangements, including eligibility, business performance, affordability and discretion. Objectives should be agreed for the relevant review period.

Strategy and business delivery — 30%

- delivery of the agreed Group content plan and priority campaigns
- quality and usefulness of bid, client, recruitment and internal content

Quality, brand and governance — 25%

- accuracy, approvals, brand standards, permissions and accessible content
- timely escalation and resolution of material publication or site risks

Team leadership and service — 20%

- clear objectives, PDRs, development and appropriate apprentice supervision
- capacity planning, stakeholder feedback and reliable delivery

Audience results and improvement — 15%

- agreed channel or campaign measures assessed against baseline and context
- implemented improvements supported by data and feedback

Budget and asset stewardship — 10%

- spend against approved budget and timely variance reporting
- supplier value, equipment control and reusable approved assets

Audience reach, engagement and asset use also depend on campaign spend, publication decisions, client permissions and channel algorithms. Results should be assessed in context, rather than as automatic bonus triggers.

EXPERIENCE AND PROFESSIONAL DEVELOPMENT

Essential

- Substantial experience leading media, content or marketing production across multiple stakeholders and channels.
- Strong editorial, visual and digital judgement across video, photography, design, websites and social platforms.
- Experience managing people, suppliers, priorities, budgets and publication approvals.
- Ability to communicate with senior leaders and operational teams and handle sensitive information with sound judgement.

Desirable

- Experience in construction, engineering or other site based environments.

- Experience leading Group or multi brand communications and supporting bids and recruitment.
- Relevant qualification or demonstrable professional development in media, marketing, communications or design.

GENERAL ACCOUNTABILITIES

- Follow relevant Statom Group policies, standards, delegated authority and reasonable management instructions.
- Protect personal, confidential and commercially sensitive information and use approved systems.
- Keep accurate records of approvals, permissions, material changes and work completed.
- Raise significant safety, privacy, technical or reputational concerns promptly.
- Carry out other reasonable duties consistent with the purpose and level of the role.

ROLE REVIEW AND ACKNOWLEDGEMENT

This document sets out the principal responsibilities and expected standards of the role. It is not an exhaustive task list. Objectives and priorities may reasonably change with business needs; material changes to contractual terms will be managed through the appropriate process. Signing acknowledges receipt and discussion of this role profile and does not amend contractual bonus terms.

Employee name _____

Employee signature and date _____

Manager signature and date _____