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| **ROLE PROFILE** | **HEAD OF COMMUNICATIONS & CUSTOMER ENGAGEMENT** |  |

**SECTION 1: PRINCIPAL RESPONSIBILITY**

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| **Principal Responsibility** | To have strategic responsibility for ensuring an efficient and effective media, communications, public engagement, and customer service function. Reporting directly to the Chief Executive of the Office of the Police and Crime Commissioner.  To ensure the Police and Crime Commissioner (PCC) is fully engaged with all stakeholder groups at a national and local level, influencing strategic direction and policy implementation. Linking with Devon and Cornwall Police’s internal and external communication strategies and creating an overall strategy fully aligned to the priorities in the Police and Crime Plan.  To deliver a high quality and effective customer service that provides an integrated and effective single point of contact service, managing contact, correspondence, and social media engagement. To have oversight of all contact and messaging to the media, public and key stakeholders.  The Head of Communications and Customer Engagement will be fully conversant with all customer and stakeholder issues and support the PCC to be a high-profile advocate of policing and crime reduction, driving proactive engagement with the community through engagement strategies using all forms of social and traditional media networks and responding to correspondence to agreed standards and timeframes.  In particular to:   * Develop strategies and implement plans for external communication and marketing that support the achievement of the goals and objectives as defined within the Police and Crime Plan. * Develop and deliver plans to deliver customer service improvements, including processes to handle correspondence and monitor trends to influence police and support the PCC’s scrutiny function. * Maintain an understanding of the wider picture nationally and locally on relevant issues in order to anticipate, advise, develop and implement appropriate responses. * Support the PCC to be a key player on the local, regional and national stage and be proactive with the media, acting as the PCC’s spokesperson where appropriate. * Create, implement and continually monitor an effective infrastructure for the function, ensuring the Police and Crime Plan is at the core of all interventions, both internal and external key stakeholders are identified and served. * Drive proactive media campaigns aligned to the Police and Crime Plan, raising the public’s awareness of the Plan and the role of the PCC, identifying key areas of concern and actively engaging the community. * Manage the PCCs social network, website and traditional media channels to ensure proactive, real time engagement of the PCC with national / regional / local stakeholders and journalists. * Identify, plan and implement marketing campaigns aligned to the Police and Crime Plan, preserving and promoting the PCC’s profile and OPCC brand.   **Set strategic communications and engagement strategies for OPCC**   * Analyse and plan what the PCC can deliver to maximise the public facing nature of the PCC role, both locally and nationally build effective relationships with the media. * Analyse and plan how and when the PCC will undertake engagement activities in accordance with its statutory duties * Identify opportunities to generate positive publicity for the PCC. * Develop strategic communications and engagement strategies for approval from the Chief Executive and PCC. * Respond to approaches from the media requesting comments on a story. * Monitor and review both strategies at regular intervals, incorporating reports received from Communications and Engagement staff. * Manage communications and engagement staff in the delivery of these strategies. * Deliver media training for OPCC staff. * Provide practice sessions with PCC before key media events. * Build effective links with external partners to include Police; Local Councils; Partners in projects, other statutory agencies e.g. Fire, Probation, CPS, Courts etc. * Ensure the decisions, actions and engagement work of the PCC are fully communicated to the public as openly and transparently as possible. Where enquiries are immediate, deal with them accurately and effectively, and produce timely, plain-English, non-corporate media content in line with the PCC’s priorities. * Take responsibility for the sensitive handling of reputational risk situations as they arise, ensuring that the PCC and Chief Executive are well briefed and that their reputations are protected, where appropriate. This will include responsibility for emerging issues outside of normal office hours * Act with integrity in line with the values of the Police and the OPCC. * Develop social media strategies. * Develop innovative engagement strategies using a variety of social media channels.   **Oversee the development and delivery of a customer service function**   * Ensure correspondence and contacts (post, email, telephone and social media) are answered, logged and responded to within appropriate timeframes. * Supervise the quality of responses, ensuring that responses are professional, proportionate and reflective of the PCC and office’s position on core policy matters. * Deliver a unified ‘front of house’ service that provides consistent and accurate messaging to customers and media. * Monitor day-to-day social media usage, responding to tweets and facebook postings, and deal with more complex/politically sensitive postings escalated from the Communications and Engagement Officer. * Monitor and understand themes and trends of customer correspondence to inform policy and scrutiny activity.   **Manage Major Campaigns for Devon and Cornwall Police on behalf of the OPCC**   * Identify and link with an appropriate media partners to ensure editorial content. * Co-ordinate articles to provide project updates. * Oversee the Communication and Engagement Officers responsibilities with regards to campaign execution. * Plan, execute and deliver front page stories with appropriate and positive content.   **Develop significant media relationships**   * Originate and develop story ideas with media outlets. * Undertake significant media writing. * Placement of articles/blogs for regional publication. * Respond to requests for quotes from journalists which may require writing a quote from the PCC in their voice when they are not available to provide the responses before the deadline. * Challenge stories with media outlets where a story is not accurate or may be harmful to the reputation of the OPCC. * Through the development of relationships with senior editorial staff, be in a position to get stories placed in the most advantageous position * Ensure media coverage is appropriate. * Proactively identify and organise opportunities for the PCC to explain, comment on and promote issues in the public interest. * Through close collaboration with the Corporate Communications Team of the Alliance (Devon, Cornwall and Dorset) ensure that the PCCs and the Police day to day media communications and relations are coordinated effectively and appropriately, and that both their needs are met, respecting their different roles.   **Undertake management oversight of the OPCC Website**   * Have management oversight of the website, ensuring the OPCC’s statutory requirements are met. * Monitor content posted by others, authorising content as appropriate and managing any issues. * Ensure website content is up to date and accurate.   **Manage the video filming, editing and production for internal/external use and audio production for internet and local use**   * Film / record video and audio interviews and footage. * Edit using Final Cut pro x (Film) and Audacity (audio). * Upload to YouTube and audioboom. * Distribute to media outlets. * Integrate with website and social media campaigns.   **Represent OPCC at public meetings and presentations**   * Represent the PCC in national and regional groups, to facilitate networking and sharing of best practice, developing strong working relationships with other agencies, opinion formers and media leaders to ensure the Police and Crime Plan is understood and supported. * Attend public and partner meetings. * Delivery of speeches, presentations, Q&A events and talks using audio-visual material. * Organise and host public questions time meetings with the PCC and Chief Constable. * Attend meetings on behalf of the PCC, directly answering questions as the PCC’s representative. * The post will occasionally be required to work outside of normal office hours.   **Oversee effective internal communications with OPCC staff and messaging from PCC to Police staff**   * Ensure clear messages are sent to staff within the OPCC and across the Force. * Write communications and authorise those written by others. * Be responsible for developing the corporate style and brand for the PCC and ensure it is used appropriately. * Act as lead for the Senior Management Team on internal communication matters to staff and external communication matters to the media, stakeholders, partners and public of Devon and Cornwall and the Isles of Scilly. * Ensure the work of the OPCC takes into account corporate and statutory requirements such as libel, copyright and data protection.   This list of duties is not restrictive or exhaustive and the postholder may be required to carry out duties from time to time that are either commensurate with/or lower than the grade of the post. Furthermore, the role may change or develop as the PCC’s role develops.  Travel across Devon and Cornwall will be required. Travel expenses will be covered and access to a pool car will be available. | | | | | |
| **Role Type/Family** | OPCC Staff | Grade | 12 | **Vetting Clearance** | | MV/SC |
| **Medical Assessment** | N/A | | | | JE Ref. | C687 |
| **Political Restrictions** | This role is subject to Political Restrictions | | | | | |

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| **Role-Specific Training and CPD to be undertaken.** | Knowledge of:   * The PCC’s professional views and principles. * The PCC’s policies, strategies and working practices. * The PCC’s police and crime plan and delivery plan. * The Police, policing, and criminal justice agencies * Relevant IT systems and software applications. |

## SECTION 2: ESSENTIAL CAPABILITIES & EXPERIENCE *(For selection purposes)*

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| Formal Qualifications required | * Degree level qualification in Journalism, or a qualification from the National Council for the Training of Journalist or equivalent experience working in a major journalistic role * Level 4 Management qualification or significant experience in a similar role, at a strategic level with a demonstrable ability to lead and manage staff * Evidence of continuous professional development associated with a recognised professional body. | |
| **Essential experience and specialist skills and knowledge** | * Significant experience in a lead role within a major Corporate Communications and Media Relations function with significant proven practical experience in conducting, managing and leading engagement strategies with communities, local and national agencies and media and partner organisations. * Outstanding skills in written English. This should include experience of copywriting for on and off line media, briefings, presentations and reports. In particular, the ability to produce clear and concise messages from detailed and often complex background material, adapting communications to the audience and using creative writing skills to get maximum effect from one piece of work, giving value for money. In addition, proof reading skills to ensure accuracy and appropriateness of written work produced by others for publication. * Public speaking skills with the ability to answer questions on behalf of the PCC. * Evidential stakeholder management and leadership skills and experience with proven responsibility of effectively minimising threats to corporate reputation and maximising brand effectiveness. * Experience in developing corporate infrastructure to deliver strategic and operational requirements with clear measures of success. * Experience supporting the creation of Annual Business Plans, budgets and reports, and the preparation and presentation of key reports to a Board level audience, which may require the analysis of complex data sets and the dissemination of the results in a suitable format for all levels of expertise. * Budget Management skills. * Experience of working in a political or similar high profile environment, and an understanding of the sensitive nature of working in an environment requiring a high degree of political sensitivity and awareness and a high level of interpersonal skills. * Experience of the planning, delivery, and evaluation of a broad range of marketing activity (to include media relations, social media and printed material as a minimum) with experience in the consistent application and enforcement of brand identity. * Working knowledge of social media applications, such as Twitter, YouTube and Facebook, with a high level of IT and technical skills in video production, web publication, MS Office programmes as well as MAC based publishing software with the ability to continually develop knowledge as technology develops and new applications come onto the market. * A track record of effective media engagement demonstrated through a clear understanding of the consumer and business environments with hands on experience of applying media law. * Experience of delivering customer facing services and business improvement activities. | |
| Essential Behavioural  Competencies | * Effective communication * Teamworking * Maximising potential * Problem solving * Planning and organising * Community and customer focus | * Negotiating and influencing * Respect for race and diversity * Strategic perspective * Openness to change * Personal responsibility * Resilience |

**SECTION 3: BEHAVIOURS**

**Effective communication**

Explains complex issues, making them easy to understand. Makes sure that important messages are being communicated and understood throughout the organisation

**Teamworking**

Creates working partnerships inside and outside the organisation. Develops links with outside stakeholders to get different views. Develops strategies to help people work together to achieve organisational goals.

**Maximising potential**

Puts systems and strategies in place that develop people at all levels of the organisation. Creates an environment where staff are motivated to achieve results

**Problem Solving**

Applies a range of analytical techniques to understand complex information issues. Considers a range of options and their effects. Makes strategic decisions by logically analysing all the relevant factors.

**Planning and organising**

Develops structured plans across a range of activities that may be complex. Monitors progress towards strategic objectives. Makes sure all activity is in line with efficient and effective policing.

**Community and customer focus**

Maintains a broad understanding of social trends and identifies what effect they will have on the organisation. Creates processes that make sure stakeholders’ and customers’ views and needs are clearly identified and responded to. Puts in place strategies for media and community relations.

**Negotiation and influencing**

Develops sophisticated strategies for influencing others at all levels in the organisation. Negotiates satisfactory solutions on broad or complicated issues with stakeholders.

**Respect for race and diversity**

Understands other people’s views and takes them into account. Is tactful and diplomatic when dealing with people, treating them with dignity and respect at all times. Understands and is sensitive to social, cultural and racial differences.

**Strategic perspective**

Understands external expectations and influences on the organisation or unit. Identifies common goals, interests and perspectives with other agencies. Creates a vision for the future and a strategy for how it can be achieved.

**Openness to change**

Identifies ways in which the organisation needs to change. Personally champions change and encourages and supports managers to make it happen

**Personal responsibility**

Readily accepts responsibility for self and others. Takes responsibility for managing situations and problems. Leads by example, showing a commitment and a determination to succeed. Continues to learn and develop.

**Resilience**

Shows reliability and resilience in difficult circumstances. Remains calm and confident, and responds logically and decisively in difficult situations.