

## JOB DESCRIPTION

<b>Job Title:</b> Communications and Engagement Manager	<b>Location:</b> HQ South/Hybrid
<b>Job Family:</b> Business Support	<b>Role Profile Title:</b> BB4 Police Staff
<b>Reports To:</b> Head of Partnerships & Community Safety	<b>Band level:</b> 4J
<b>Staff Responsibilities (direct line management of):</b> Communications and Engagement Officer	

a. **OVERALL PURPOSE OF THE ROLE:** Defines the role, put simply, why it exists.

**The overall purpose of the role is to:** effectively communicate and promote the PCC's policies, decisions and actions to all communities across the Thames Valley, and to proactively monitor and manage the PCC's response to public and media comment

b. **KEY ACCOUNTABILITY AREAS:** Define the important aspect of the role for which the job holder is responsible for results or outcomes.

**The key result areas in the role are as follows:**

1. Develop and implement a communication and engagement strategy to publicise, promote and communicate the PCC's service priorities, policies and actions to all the diverse communities across the Thames Valley and other key partners.

2. Proactively monitor, manage and advise the PCC/OPCC on responses to comments by the public, partners and media on the policies, plans, decisions and actions of the PCC, OPCC and/or key partners (e.g. TVP, Government and partners).

3. Plan the PCC's engagement with the public, victims, and key partners as a means to obtaining their views on policing and crime issues in their area (including members of diverse and hard to reach communities). This includes maintaining an open online residents' survey.

4. Support the preparation, production and publication of the PCC's Police and Crime Plan, Annual Report and other formal communications.

5. Maintain and develop the PCC's website, ensuring it remains an effective, accessible, tool for the public and partners to access information about the PCC and their policies, plans, decisions and actions, and ensuring it is compliant with statutory information disclosure requirements.

6. Lead responsibility for:

- Preparing media and press releases
- Arranging media briefings
- Planning and delivering events and public meetings across the Thames Valley to communicate the PCCs priorities and policies and to obtain the views of the public on policing and crime
- Liaison with the media and partners
- Liaison with TVP Corporate Communications Dept to ensure coordinated, consistent and effective PR and communications activities in support of the PCC
- Day-to-day management of OPCC channels including the website, social media, digital and internal communications channels
- Branding for the Office including implementation of new logos and design aesthetics, and overseeing and adapting the tone of voice that is portrayed externally
- Management of external designers and PR/marketing agencies on projects and campaigns

<ul style="list-style-type: none"> <li>Relationship management with key partners such as the Association of Police and Crime Commissioners (APCC) and the Association of Police Communicators (APCOMM)</li> <li>Overseeing interactions with the public through email addresses such as the Communications inbox and interaction on social media</li> <li>Campaign management</li> <li>The full communications and engagement function for the office including elements of PR, Marketing, Internal Communications, Digital Marketing, Video Production and Graphic Design for digital outputs</li> </ul>
7. Identify opportunities to collaborate on campaigns with TVP, local partners and government departments making best use of time and resources/opportunities.
8. Give leadership and direction to the Communications and Engagement Team including target and priority setting, idea generation and accountability.
<b>Additional comments:</b> The post-holder may be required to attend meetings and events held outside of normal office hours, including at weekends.

c. **DIMENSIONS:** Include matters as key result areas that make the greatest demands on the role holder, seasonal pressures, items processed, the number of customers and/or level of authority to make financial decisions or commit other resources.

<b>Further Comments:</b>
Strategic advisor to PCC: Awareness and anticipation of potential stakeholder / political response to PCC's decisions and actions is a critical element of the post-holder's judgement in discharging the responsibilities of this post.
Ensuring appropriate provision of support for the effective discharge of the PCC's local, regional and national functions, e.g.: <ul style="list-style-type: none"> <li>communicating with, and obtaining the views of, the public and communities of the Thames Valley; victims and witnesses, and other relevant stakeholders</li> <li>the PCC's role on national and regional Association of PCCs (APCC) boards and working groups, etc.</li> </ul>
In discharging the above key result areas the post-holder may be required to engage with, and represent the PCC in, regional and national working groups involving representatives of bodies such as: <ul style="list-style-type: none"> <li>APCC</li> <li>TV Police and Crime Panel</li> <li>TV local authorities and other partners (statutory or otherwise)</li> <li>Regional PCC/Force Collaboration Boards</li> <li>Home Office (and other Government agencies, inc HMIC and the Audit Commission)</li> </ul>
Plan and deliver a series of engagement events across the Thames Valley including public meetings and stalls at third party events which could involve evening and weekend work.

#### d. CHARACTERISTICS OF THE ROLE

**Expertise:** Concerned with the level of administrative, professional and/or technical expertise (knowledge and skills) needed to perform the role effectively; may be acquired through experience, specialised training, and/or professional or specialist education and training.

<b><i>The knowledge or skills required in the role are as follows (essential or desirable):</i></b>	<b><i>E/D</i></b>
1. Knowledge and experience of public, partnership and stakeholder engagement practices and techniques, and how to assess their effectiveness and value.	E
2. A nationally recognised qualification in public relations, journalism or internal communications, or relevant equivalent experience.	E
3. Good IT skills including MS Office, the ability to develop and maintain web pages and a sound working experience of working in digital and social media.	E
4. Experience of advising senior management level decision-making.	E
5. Experience of organising and managing public relations and communications functions, activities and events, including ensuring inclusivity of diverse and hard to reach communities.	E
6. Proven ability to communicate effectively at all levels along with the ability and experience to interpret and communicate complex issues and information to a non-technical audience.	E
7. Must have capability to travel to different locations across the Force and undertake all assignments in a timely manner. Due to the requirement to work flexibly, unsocial hours and personal safety for lone working; public transport may not be available or suitable at these times. For this reason a full UK driving licence is considered essential.	E
8. Flexible approach to working is essential as some events will require attendance at evenings and/or weekends.	E
9. Political awareness on a national and regional level.	E
10. Ability to prioritise work in a fast-paced and complex environment.	E
11. Ability to work on own to set the Communications requirements for the Office and ensure we are meeting our priorities.	E
12. Practical knowledge of legislation and best practice concerning public sector information disclosure requirements.	D
13. Experience of managing and developing staff.	D