

Job Title: Head of Corporate Communications	
Job Evaluation Number	A834

## JOB DESCRIPTION

<b>Job Title:</b> Head of Corporate Communication	<b>Location:</b> HQ South, Kidlington
<b>Job Family:</b> Customer Support	<b>Role Profile Title:</b> Senior Manager
<b>Reports To:</b> Deputy Chief Constable	<b>Band level:</b> Senior Management
<b>Staff Responsibilities (direct line management of):</b> Community and Employee Engagement Manager, Media Manager, Digital & Creative Services Manager and CTPSE/SEROCU Strategic Communications Lead	

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

**The overall purpose of the role is to:** Develop, design and deliver a holistic strategic communications service for the Force which supports Thames Valley Police's commitment and enhances the reputation of the Force.

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. Lead on the development, delivery and evaluation of an integrated corporate communications strategy to support the Force in achieving its Commitment, to increase public awareness, manage public expectation and enhance confidence in the Force.
2. Provide strategic guidance and tactical solutions for all internal communications. This includes managing all communications activity in relation to implementation of change/continual improvement, as well as all other internal communications aimed at generating Force-wide commitment, trust, respect and belief to ensure full alignment with corporate messaging.
3. Provide strategic communication guidance and direction on all matters externally regarding reputation management, the media, stakeholders, partners and the public. This includes managing all communications activity in relation to major and critical incidents in order to inform the public, change behaviour and protect the reputation of the Force.
4. Ensure the provision of proactive and reactive information by utilising the most appropriate channels to drive the Force's open and transparent approach to communication. This includes utilising existing channels, developing new and more innovative channels to ensure appropriate two-way communications activity/effective public campaigns to affect behaviour change around crime prevention and disruption.
5. Responsible for managing all press/social media handling in support of all TVP's operations, in order to protect/build the force's brand and visibility, contributing to achieving the force's delivery plan.
6. Develop the Corporate Communications department to act as an enabler of communications and engagement activity to ensure that Officers and staff are equipped with the necessary training, skills and support to deal directly with the media and social media where appropriate.
7. Ensure the Force is 'listening to', developing its understanding of, and interacting with the communities of Thames Valley to better inform its strategic objectives, targets and engagement strategies.
8. Contribute as a member of the Force's senior leadership team to broader policy and strategic issues providing challenge to the status quo and providing a reputational perspective on proposed decisions in

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order to support the long-term development of the Force, fulfilment of the Force Commitment and its reputation.

9. Develop and maintain strategic relationships with key stakeholders, both internally and externally (including the OPCC, media, partner agencies, local authorities and other opinion formers) in order to communicate policing priorities and support the delivery of the Force Commitment.

10. Develop effective collaborative working relationships between Thames Valley Corporate Communications and Hampshire Constabulary Corporate Communications, and other regional communications departments, to advance the Force's bilateral and regional ambition, public expectation and operate more efficiently/effectively.

11. Motivate and lead the Corporate Communications department to ensure individuals within the team maximise their performance, ensuring the department meets current and future communications needs of the Force, including emergency preparedness.

12. Oversee/manage governance and development of all Corporate Communications engagement activity to ensure that reputational risk is mitigated and managed appropriately, and, through consistent and coordinated communications, the Force Commitment and reputation are advanced.

13. Deliver effective communications support in the areas of media relations, consequence management, campaigns and employee engagement for Counter Terrorism Policing South East (CTPSE) and South East Region Organised Crime Units (SEROUC). Collaborate with colleagues in Force communications teams in the region to ensure effective delivery in their Force areas. Continually review/implement changes where required, to the structure or functionality to improve service. SE region = Oxfordshire, Berkshire, Buckinghamshire, Hampshire & IoW, Surrey, Sussex (and Kent).

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

#### **Further Comments:**

The role includes management of a budget of £1.2M (payroll, supplies & services, PR).

Provision of a 24/7 communications service to the force and for CT/SOC on a regional basis. Ensure the Corporate Communications department is ready, trained and equipped to respond to an emergency incident 24/7. Able to activate the provision or use of mutual aid for Corporate Communications.

Advise the Chief Constable Management Team on communication matters both internally and externally regarding reputation management, the media, stakeholders, partners and public. Manage the reputational risk associated with operationally sensitive issues.

Close working with bilateral and regional police, emergency services and Local Resilience Forum partners, taking account of the political and cultural landscape. The make-up of Councils and unitaries within Thames Valley means management of cross-Force campaigns with partners' media can be complex and challenging. Secure and maintain effective relationships and network contacts between the Force, media partners and opinion formers.

Work collaboratively with internal departments, partners and other Forces to maximise the development of appropriate skills and services and to identify opportunities for improved cost-effective services.

Work across the time spectrum from reactive communications, short-term operations, to long-term planning associated with large-scale investigations and transformation programmes. Social media followers: over 600k. Website visitors Approx. 150k/month. There are circa. 4,000 media releases/10,000 media enquiries per year. Force open day can attract approx. 6-8000 visitors.

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#### 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.

<i>The knowledge or skills required in the role are as follows (essential or desirable):</i>	<i>E/D</i>
1. Educated to degree level in Public Relations, Media, or Communications or significant communications experience at senior management level in a large organisation including crisis management.	E
2. Proven ability in developing and implementing effective communication strategies in a large organisation with a wide and varied stakeholder and customer base.	E
3. Politically 'aware' with the ability to exercise quick and sound judgement in a crisis, leading to effective decision-making in line with the NPCC risk principles.	E
4. Proven management and leadership skills with the ability to motivate and develop a diverse team of professional communicators and a comprehensive understanding of diversity issues.	E
5. Excellent interpersonal and communication skills with demonstrable experience of collaborating, challenging, negotiating and engaging in order to persuade/influence people at all levels effectively internally and externally.	E
6. Demonstrable experience in thinking, analysing and planning strategically, being politically 'aware', and capable of monitoring/evaluating external/internal activities in order to mitigate risk by assessing how the organisation is positioned, both long and short-term in an 'on-going' process.	E
7. Personal and professional credibility and the proven ability to generate trust and represent the organisation with stakeholders/partners across the full range of media.	E
8. Extensive experience of working at a senior level under high pressure with competing deadlines and priorities.	E
9. Experience of employing a broad range of communications tools and processes, e.g. website, intranet, advertising, media releases, publications, internal channels, briefings, events.	E
10. Must have capability to travel to different locations across the force and undertake all assignments in a timely manner, being available to work evenings and weekends, as required. Available to advise on-call media officer on issues escalated for management attention as required. 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
10. Experience of working within the Police Service.	D
<b>Additional comments:</b> At interview, candidates will be asked to: * confirm their willingness to undertake this Basic Driving Assessment, which in turn will enable the use of a police authorised vehicle.	