

Job Title: Deputy Head of Corporate Communications	
Job Evaluation Number	C308

## JOB DESCRIPTION

<b>Job Title:</b> Deputy Head of Corporate Communications	<b>Location:</b> HQ South
<b>Job Family:</b> Business Support	<b>Role Profile Title:</b> BB5 Police Staff
<b>Reports To:</b> Head of Corporate Communications	<b>Band level:</b> 5L
<b>Staff Responsibilities (direct line management of):</b> to be confirmed once in post	

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

**The overall purpose of the role is to:** undertake a multi-discipline role, which oversees and manages as appropriate, the development and implementation of both operational and organisational communications strategies and activity, which gives our people, our partners and the public we serve trust and confidence in the force. The role supports the Head of Corporate Communications in leading, developing and overseeing a corporate communications department to deliver effective and efficient internal, external and stakeholder communications in line with the force's vision, priorities and delivery plan.

b. **KEY ACCOUNTABILITY AREAS:** Define the important aspects 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. Support the Head of Department by leading all aspects of day to day communications for Thames Valley Police to ensure the department's effective planning and delivery of internal, external and stakeholder communications and engagement strategies and activity which builds and maintains our people, our partners and public's trust and confidence in the force.
2. Act as a strategic advisor to Chief Officers, Heads of Departments, Local Police Commanders and other Senior Stakeholders in relation to operational and organisational incidents and issues of all nature, major or critical incidents, key announcements and publications and reputational issues, briefing communicators to deliver the tactical response.
3. Manage and develop communications specialists who are responsible for delivering an effective service in the areas of External Communications (Media Relations, Community Engagement, Campaigns), Employee Engagement and Digital and Creative Services.
4. Oversee the department's provision of advice, training and guidance to enable our workforce's ability to effectively communicate and engage internally, externally and with their stakeholders.
5. Demonstrate leadership and contribute to the environment of planning, horizon scanning, continuous improvement, innovation, creativity and the application of best practice striving towards excellence in police communications.
6. Senior management responsibility for the force's contribution to the Local Resilience Forum's Warning and Informing function working alongside Civil Contingency partners / Category 1 and 2 responders to help build community resilience and increase preparedness for Major Incidents. Oversee the department's development of Major Incident plans and training and development, to aid the department's preparedness for a Major Incident. In the event of a Major Incident, contribute to leading and coordinating multiagency communicators as required.

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c. **DIMENSIONS:** Include matters such 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>
Reports directly to the Head of Department. Operates at a senior management level providing leadership and oversight of the development, implementation and delivery of internal, external and stakeholder communication and engagement strategies. Handles plans for operational and organisational incidents and issues of all nature.
Regularly provide strategic and tactical advice to Chief Officers, Head of Departments, Local Police Commanders and other senior stakeholders.
In the absence of the Head of Corporate Communications and the Corporate Communications Management Team the post holder assumes responsibility for the whole department.
Requirement to occasionally work unsociable hours including weekends depending on operational need.

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>The knowledge or skills required in the role are as follows (essential or desirable):</b>	<b>E/D</b>
1. Educated to degree level, and/or a professional qualification in communications or media or equivalent experience.	E
2. Extensive internal, external and stakeholder communications experience in a fast paced, pressurised environment including crisis communications.	E
3. Significant experience of working in a communications management role for a large, high profile organisation.	E
4. Proven experience developing and motivating teams and a comprehensive understanding of diversity issues.	E
5. High developed strategy and planning skills with proven ability to think, analyse and plan strategically, politically aware, capable of identifying, mitigate risk (constant strategic thinking in terms of how the organisation is positioned, both on protracted and immediate response to reputational issues, a politicised environment).	E
6. Advanced communications skills with the ability to collaborate, influence, negotiate, challenge and engage at all levels whilst operating in a pressured environment often with short timescale, competing deadlines and priorities.	E
7. Demonstrate a deep understanding of the digital landscape and emerging trends and proven experience in the application of this knowledge in using digital channels to communicate with the workforce, public and stakeholders.	E
8. Must have the capability to travel to different locations across the force area and South East region to undertake assignments of all nature 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

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9. Knowledge of UK Policing, Public Sector and central government.	D
<b>Additional comments:</b> * working hours and level of flexibility are specific to each role and will be discussed at interview.	