

JOB DESCRIPTION

Job Title: Senior Change Communications and Engagement Officer	Location: HQ South
Job Family: Business Support	Role Profile Title: BB4 Police Staff
Reports To: Employee Engagement Manager	Band level: 4I
Staff Responsibilities (direct line management of): Nil	

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

The overall purpose of the role is: to co-ordinate, deliver and enable engagement and communications across the force and with stakeholders (in support of high priority change programmes and projects). The role holder will coordinate, develop, deliver and evaluate high quality communications and engagement activity to inform, engage and support our people and stakeholders through change.

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. Work alongside a team of Employee Engagement specialists to lead and enable timely and effective day to day delivery and enablement of change communications and engagement activity, supporting prioritisation of demand into the team in line with force priorities.
2. Act as the first point of advice and support in relation to change communications and engagement, supporting the team to problem solve any issues or concerns and intervening if required.
3. Take the lead on planning and delivering communication and engagement strategies for programmes or projects that are particularly sensitive or complex in nature, providing specialist advice where required. This may include working with other forces' communications teams where the projects are collaborative.
4. Support the effective forward planning of employee engagement and communications activity, to allow for the early mitigation of risks or exploitation of opportunities.
5. Develop and apply evaluation techniques to continuously assess the effectiveness of the force's internal channels and external channels in the support of change communications and engagement activity.
6. Support and champion the use of the force's internal communications platforms and stakeholder engagement channels, including the intranet and suite of M365 products i.e. Yammer / Sway to ensure the most effective use.
7. Horizon scan and contribute to planning of engaging internal communications content, capitalising on opportunities, mitigating risks and co-ordinating content within the force.
8. Act as the subject matter expert, champion change communication and stakeholder engagement across the Department and wider force. Seek and share best practice from other police forces, public sector, private sector and the wider community in order to work with the Employee Engagement Manager to implement new ways of engaging with our people and stakeholders.
9. Deputise for the Employee Engagement Manager where required.

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.

Further Comments:
The role is instrumental to ensuring the successful coordination, delivery and evaluation of change communications activity and engagement activity in line with the force's vision, priorities and delivery plan to ensure that our people and stakeholders are well informed, engaged and supported through change.
The role requires providing day to day support to members of the team, department and specialist advice across all levels of the organisation.
Reports directly to the Employee Engagement Manager.
The role holder will be required to lead or oversee on other tasks and projects as required appropriate to this grade.
Requirement to work unsociable hours including weekends depending on operational / organisational 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.

The knowledge or skills required in the role are as follows (essential or desirable):	E/D
1. Educated to degree level, and/or a professional qualification in communications or stakeholder engagement or equivalent experience.	E
2. Excellent interpersonal skills, a good team player and sound problem solving ability.	E
3. Experience of working to advise people at all levels within an organisation on change communications and engagement planning and delivery.	E
4. Excellent writing skills for a variety of mediums and ability to proof read.	E
5. Proven experience of developing and delivering effective change communications and engagement and communications strategies.	E
6. An understanding of communications evaluation approaches and analysis skills to interpret, distil and present complex information and data.	E
7. Good understanding of the use of digital channels for internal communication.	D
8. Experience of working in a large public or private sector organisation.	D
9. Experience of developing and supervising teams.	D