**AVON & SOMERSET OFFICE OF POLICE & CRIME COMMISSIONER**

# Job Description

**JOB TITLE:** Senior Communications Manager

**REPORTS TO:** Head of Communications and Engagement

**MANAGES:** Communications Assistant

**LOCATION:** Office of the Police & Crime Commissioner (OPCC)

**SALARY:** £42,207 - £49,602 FTE (spinal points 36-43)

**TERM:** Permanent, full time.

**Main Purpose of the role:**

To support the effective development and implementation of communications, engagement and consultation strategy, in support of the Police and Crime Commissioner’s priorities.

To lead delivery of internal and external communications which meet the needs of key stakeholders and achieves organisational objectives through a range of reactive and planned opportunities via media, online and social platforms, events, awards and through print publications.

**Main responsibilities:**

* Plan, develop and implement a communications campaigns programme for the Office of the Police and Crime Commissioner.
* Advise and support the PCC and Deputy PCC on their communications and engagement activity, and work with OPCC colleagues to support delivery of the Police and Crime Plan.
* Deputise for the Head of Communications and Engagement as required.
* Line manage members of the Communications and Engagement team, ensuring they have clear objectives and are supported to meet these, through effective professional development and coaching.
* Lead on identifying, delivering and evaluating evidence-based communication campaigns and activities which fully support the PCC in delivering their key priorities and enhancing awareness of these as well as improving public confidence. Deliver these via a range of media channels, ensuring value for money and delivery within appropriate timescales.
* Deliver a high quality media and public relations service, proactively promoting the PCC, their priorities and Police and Crime Plan. Work with OPCC colleagues to ensure the PCC’s priorities and views are consistently represented.
* Develop and produce materials which support key organisational priorities and raise awareness of the PCC.
* Oversee the generation of ideas for the creation of digital content for the PCC’s online and social media across a number of channels.
* Research opportunities to generate awareness and understanding of the PCC’s work and role both internally and externally.
* Produce press releases, managing media contact, briefing and supporting the PCC in their dealings with the media.
* Establish and maintain excellent ethical relationships with local, national and trade media (print, online, TV and radio) to promote coverage of the PCC.
* Ensure accurate content and images of the PCC’s electronic and social media channels. Plan, research and write content for these.
* Identify opportunities to collaborate with ASP and other partners on joint campaign initiatives, media releases, events and community days.
* Support delivery of the PCC and DPCC’s engagement activities including award schemes, and community days. Plan, organise, budget and communicate these internally, externally and via a range of channels including digital.
* Lead the delivery of digital communications, including writing, digital photography and video, developing an effective social media presence and increasing community and stakeholder engagement.
* Lead on the production of core publications including newsletters, the annual report and the Police and Crime Plan.
* Ensure the corporate image of the PCC and the OPCC is effectively presented and the brand protected.
* Ensure that information provided to the media and the public complies with legislation and the OPCC’s corporate policies and practices.
* Liaise with the Joint Data Protection Officer to ensure ongoing compliance of team activities with the Data Protection Act 2018, and carry out activities to support our compliance activities, providing advice and guidance to colleagues as required.
* Maintain and operate efficient and effective record keeping and filing systems, ensuring they are updated and information is stored and disposed of appropriately.
* Maintain professional awareness and horizon scan for future developments, with a commitment to own personal and organisational professional development.
* Demonstrate a commitment to the OPCC values, equality and diversity through actions and activities, using knowledge and tools to understand the impact of decisions on users.
* Undertake any other duties as reasonably commensurate with the role.
* Provide regular support on the out of hours on call rota, responsible for on call media management and social media/website arrangements. Any hours should be recorded and taken as leave or paid. In the event of a major incident or organisational issue outside of normal working hours, these will be recorded and paid separately.

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| **Decision Making** | **Leadership** | **Managing Risk** |
| Has restricted financial authority for specific delegated areas of work which may exceed £1m per financial year. Will be required to make operational decisions in the interests of achieving progress against the OPCC Business Plan and Police and Crime Plan. May be asked to conduct work delegated directly or on behalf of the PCC / Chief of Staff. | Will deputise for the Head/Director as required. | Has restricted financial authority for specific delegated areas of work which may exceed £1m per financial year. Will be required to make operational decisions in the interests of achieving progress against the OPCC Business Plan and Police and Crime Plan. May be asked to conduct work delegated directly or on behalf of the PCC / Chief of Staff. |

**PERSON SPECIFICATION:**

All round strategic management skills, advisory abilities and experience are required. The Police & Crime Commissioner is looking for a person who can evidence that they have the following competencies:

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|  | **Competencies, skills & experience** | **Essential or Desirable** |
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| 1 | Successful experience and/or knowledge within a local authority, policing or relevant public or voluntary sector organisation. | Desirable |
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| 2 | Experience of managing, coaching or mentoring others, or ability to quickly develop the relevant skills. | Essential |
| 3 | Ability to provide high quality advice to senior stakeholders on complex matters, including identifying and evaluating options. | Essential |
| 4 | Ability to manage a large and diverse portfolio of work with competing deadlines. Ability to be flexible to respond to changing priorities | Essential |
| 5 | Ability to analyse and present information in a range of formats. Ability to interpret policy, reports, research etc. and advise on specific issues. | Essential |
| 6 | Excellent written and verbal communications skills. Understanding of confidentiality and information governance. | Essential |
| 7 | Strong ICT skills and competent to use a range of IT packages including word processing and spreadsheets. | Essential |
| 8 | Evidence of building credibility and relationships at senior management level to provide strategic and reputational advice based on professional expertise. Experience of conflict resolution. | Essential |
| 9 | Extensive and in-depth knowledge and experience of broadcast, print and web and social media. Experience of delivering successful media/marketing campaigns | Essential |
| 10 | Ability to identify risks and make suggestions around how to mitigate and manage them. | Essential |

**Our purpose**

To lead improvement in efficiency and effectiveness of policing, victim support and criminal justice services on behalf of local people.

**Our vision:**

Excellent victim support, better policing and fairer criminal justice services for all.

**Our mission:**

• We listen

• We lead

• We challenge

• We innovate

• We improve

**Our values:**

**Openness** – We will always be transparent and open about the work we do, our services and how we support our communities.

**Partnership** – We will work with the police and key partners to provide better services to local people.

**Compassion** - We will continue to take a compassionate approach to commission the most effective support services for victims and survivors.

**Courage** – We are the voice of local people in policing and we will always share concerns, issues and feedback to the police and partners.

**Staff Code of Conduct**

You will comply with the Staff Code of Conduct as varied from time to time, it is expected that the OPCC as a public authority supports the Principles of Standards in Public Life. As such, the seven principles of conduct underpin the work of the OPCC and are used as the basis for working practices.

**The Principles of Standards in Public Life are:**

**Selflessness**: Holders of public office should take decisions solely in terms of the public interest. They should not do so in order to gain financial or other material benefits for themselves, their family or their friends.

**Integrity**: Holders of public office should not place themselves under any financial or other obligation to outside individuals or organisations that might influence them in the performance of their official duties.

**Objectivity**: In carrying out public business, including making public appointments, awarding contracts, or recommending individuals for rewards and benefits, holders of public office should make choices on merit.

**Accountability**: Holders of public office are accountable for their decisions and actions to the public and must submit themselves to whatever scrutiny is appropriate to their office.

**Openness**: Holders of public office should be as open as possible about all the decisions and actions that they take. They should give reasons for their decisions and restrict information only when the wider public interest clearly demands.

**Honesty**: Holders of public office have a duty to declare any private interests relating to their public duties and to take steps to resolve any conflicts arising in a way that protects the public interest.

**Leadership**: Holders of public office should promote and support these principles by leadership and example.

**Political restriction**

Please note this is a “politically restricted post” in accordance with Local Government & Housing Act 1989.

The purpose of a politically restricted post is to prevent that individual from having any active political role either in or outside of the workplace. Politically restricted employees will automatically be disqualified from standing for or holding elected office.