

Head of Communications and Engagement Information Pack



**POLICE & CRIME
COMMISSIONER**
for Leicester,
Leicestershire & Rutland
Your Communities - Your Commissioner



A Message from the Police and Crime Commissioner Rupert Matthews

Thank you for your interest in a role in the Office of the Police and Crime Commissioner (OPCC) for Leicester, Leicestershire and Rutland (LLR).

As Police and Crime Commissioner I have a statutory role to engage, consult and communicate with the residents of the city and two counties that I represent. It is a role that I take seriously. In my Police and Crime Plan I have made my ambitions for policing and community safety clear. Now, in my second term my new Police and Crime Plan coming for 2025 will be just as ambitious and I am looking for someone to be part of the team who is highly motivated to deliver my Plan.

I hope that you find the information in this application pack useful and that, having read it, you feel that you have the right skills and values to become our new Head of Communications and Engagement.

You will find a wealth of information on the OPCC website and that of Leicestershire Police to assist you.

Having read the information, I hope you are encouraged to apply. We look forward to hearing from you



Rupert Matthews
Police and Crime Commissioner



Welcome from OPCC Chief Executive, Claire Trewartha



Thank you for your interest in the role of Head of Communication and Engagement for the Office of Police and Crime Commissioner for Leicester, Leicestershire and Rutland.

As an OPCC, we are here to support the Police and Crime Commissioner (PCC) to meet their responsibilities and support them in delivering their agenda for policing and criminal justice in Leicester, Leicestershire and Rutland (LLR).

This is an exciting time to join the OPCC as the role and influence of PCCs continues to expand, coordinating more sustainable and effective responses to keeping people safe and ensuring an efficient and fair criminal justice system. Rupert Matthews has just been appointed for a second term and the process to create a new, impactful Police and Crime Plan is just beginning.

The OPCC is a small team but with a pivotal role which is expanding to meet the new challenges of working with Leicestershire Police to coordinate the policing and criminal justice system, and to develop innovative and effective solutions to improve services for the public.

Thank you showing an interest in joining our team and I wish you the best of luck in your application.

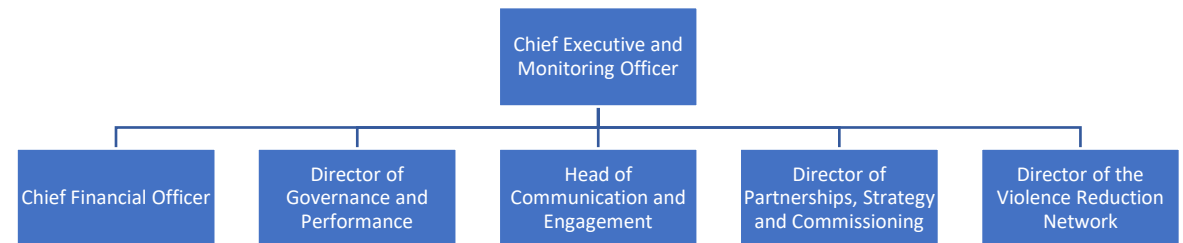
The Work of the Office of the Police and Crime Commissioner

Once elected, a PCC is the representative of the people of Leicester, Leicestershire and Rutland in all policing, criminal justice and community safety issues. They provide public accountability for policing and raises the concerns of local communities.

PCCs are responsible for the totality of policing in their policing area. They have an overarching duty to secure an effective and efficient police force. They do this by publishing a Police and Crime Plan and making strategic decisions on financial and strategic direction.

They are also directly responsible for the commissioning of a range of services including service for victims of crime. In addition to these statutory roles PCCs play a pivotal local leadership role in the criminal justice system and ensuring community safety.

The Office of the Police and Crime Commissioner work to assist the PCC to fulfil their duties. We have teams dedicated to each of the main role, engagement and communication with the public is an essential, and statutory, one of those responsibilities.



Working for the Office of the Police and Crime Commissioner

The Office of the Police and Crime Commissioner (OPCC) is situated on at Leicestershire Police Force Head Quarters, a site shared with Leicestershire Police Chief Officer Group, Officers and Force Staff which demonstrates the strength of our working relationship.

Flexible working

We believe employees are happier and more productive when they have greater control over their working lives. That is why we will aim to give you the opportunity to fit work around your other responsibilities. We work hard to make sure you can balance arrangements that suit you with the specific demands of your role.

We positively encourage flexibility and this has made a big difference to the way we and our people work.

We provide mobile technology including laptops, tablets and mobile phones. This means you often get the chance to work remotely and flexibly.

Other flexible working options include:

- Flexi-time (for most roles)
- Compressed hours
- Hybrid working



Holidays – You will receive pro rata 24 days' annual leave, rising to 39 after five years, plus public and bank holidays.



Salary sacrifice schemes which save tax and national insurance, including cycle to work



Access to the Blue light discount card for emergency services which provides discounts for high street and online retailers



Generous Pension – all our new employees are assessed against criteria and automatically enrolled into the Local Government Pension Scheme (unless you choose to opt out).



Occupational health service – offers a variety of employee wellbeing services to support a healthy work/life balance and lifestyle Leadership programmes and development opportunities

Role Profile

To give strong leadership to the Communications and Engagement team providing senior level guidance and support for the Chief Executive Officer and PCC. To develop and deliver a pro-active annual strategic and operational communications and engagement plan to support the delivery of the OPCC, the Local Police and Crime Plan and key programmes such as the Violence Reduction Network.

To provide professional support to the PCC, CEO and other members of the OPCC Senior Management Team while understanding the political constraints within which the role has to operate and provide appropriate advice taking into account any sensitivities.

To drive and deliver effective written and oral internal and external campaigns, multi- media communications, digital technologies and PR activity.

Main Responsibilities

- Design and embed strategic communications and engagement plans designed to promote the work and role of the PCC linked to the Police and Crime Plan, VRN and wider Force goals. Evaluate and analyse the impact on those campaigns and ensure they are updated dynamically to meet changing needs, priorities, and situations as well as providing value for money.
- Ensure that all members of the OPCC are aware of communications activity, have an opportunity to input and share their views and take these into account within the communications strategy. Ensure key messages are consistently being used by the team and shared with other stakeholders and the wider public.
- Ensure that digital media channels are updated in a timely and engaging manner both to ensure positive communications with the public and the fulfilment of statutory responsibilities. Driving innovation in the use of digital communications, in recognition of the prominence of online and social media channels.
- Design and Creation: Provide quality control for all content used across the different media channels including press releases, statements, and video/other creative media to ensure that it is attractive, engaging, informative, in line with the brand guidelines and policies of the OPCC, and meets legislative requirements including accessibility and transparency.
- Preparedness: Horizon scan other key organisations media to inform communications plans and ensure the OPCC is prepared for and linked into the activity of other organisations, partners, commissioned services and the Force.

Main Responsibilities cont.

- Media liaison – Work with our external partners to draft press releases and respond to on-the-day press enquiries, including occasionally responding to out-of-hours requests as necessary. Liaising with LLR Police media colleagues where necessary and building strong and positive relationships with journalists, local and national government. Dealing with questions and requests efficiently and professionally.
- With our external partners and the Force, be the OPCC lead crisis management in relation to any communication and engagement activity required as an emergency response.
- Stakeholder and public engagement – Ensure that a strategic plan for engagement linked to commissioned serviced and the PCP is in place to enable positive, regular contact with key stakeholders, including the public, our partner agencies, local elected officials and community groups etc.
- Work with the PCC and DPCC to ensure that the PCC and DPCC, through their communication and engagement, have the opportunity to hear from/visit/engage with all communities across Leicester, Leicestershire and Rutland including geographies, demographics and groups with protected characteristics.
- Analysis of impact – carry out evaluation of all communication and engagement activity, at both strategic and individual campaign level and feed any necessary intelligence back through to other relevant teams in the OPCC.

Management:

- To lead and develop the Communications and Engagement Team to ensure they are well briefed and have the necessary skills to fulfil their roles.
- To manage the Communications and Engagement budget
- To review the performance of the Communication and Engagement Team in line with annual PDR approaches
- This role description should develop along with the changing demands of the OPCC.

Person Specification - Essential

Essential Knowledge/Education:

- Educated to degree level or an equivalent level qualification or significant experience relevant to the role deliverables, industry specific communications, public relations and /or marketing qualifications and evidence of continuous professional development.
- Evidence of Senior Management/Leadership experience

Experience:

- Significant experience and knowledge of the planning, delivery and evaluation of communications and engagement campaigns using digital technologies, visual and audio content, media, press relations and presentation of audience led multimedia communications and publications.
- Experience of leading a communication/engagement function at a senior level in a political environment/working with elected officials.
- Experience of the preparation and presentation reports and plan for a strategic audience at senior level.
- Proven leadership skills, with the ability to inspire team members and develop the potential of staff with demonstrable ability to motivate, plan, implement and control tasks has been essential.

Personal / Interpersonal Skills, Aptitudes:

- Demonstrate an ability to communicate confidently to a variety of audiences displaying highly developed verbal, written and interpersonal skills to communicate and challenge confidently within a confidential environment.
- Demonstrate good organisational & time management skills, including consistently meeting reporting deadlines with an ability to operate calmly and thoughtfully while under pressure in a wide range of situations and thinking strategically and maintaining a focus on the bigger picture.
- Confidently debate issues in an engaging and persuading manner, demonstrating high level relationship management and influencing skills.

Special Skills:

- Experience of sufficient awareness of operating in a political environment subject to public scrutiny, with a strong political awareness.
- Demonstrate a comprehensive working knowledge of IT software including Adobe, Microsoft Word, Excel, PowerPoint.
- Must have the capability to travel to different locations across the Force area and undertake all assignments in a timely manner. Due to the requirement of this role to work flexibly, during unsocial hours and the requirement for some lone working; public transport may not be suitable, for this reason a full UK driving licence is essential.

Person Specification - Desirable

Knowledge:

- An understanding of the purpose and remit of the Office of Police and Crime Commissioner and its relationship with operational policing.
- Basic knowledge of the work of Violence Reduction Units and the public health approach to preventing serious violence
- Knowledge of Code of Practice for Local Authority Publicity, and legislation which impacts upon public sector communications, policing and criminal justice procedures.

Work Experience:

- Experience of involving audiences, including communities and/or young people, in communication plans and activity

Terms and Conditions

Base Salary:

Grade 10 - £55,803 to £60,690 (new entrants typically start at the bottom of band)

Term of Appointment:

Appointment is made on a permanent basis.

Period of Notice:

Termination of appointment is subject to three months' notice in writing.

Working Hours:

Working hours will be 37 hours per week. This role may require evening and weekend working, including attending meetings and events during these times. A flexitime scheme is in place.

Holiday:

The successful applicant will be entitled to 24 days leave per annum rising to 29 on the 5th anniversary of your appointment.

Normal Place of Work:

The majority of work will be carried out from Leicestershire Police Headquarters, St Johns, Leicester, LE19 2BX. However, there may also be travel throughout the East Midlands and across the UK. A hybrid working policy is in place.

Pension:

The post holder will be eligible for membership of the Local Government Pension Scheme.



Recruitment Process

Application

Please provide a CV and covering letter of no more than two sides of A4 to show how you meet the essential criteria in the personal specification and why you are the right person to fulfil the role profile and main responsibilities.

If you are successful at shortlisting, you will be asked to provide the details of two referees and relevant identification.

Staff Engagement Panel

A staff panel, made up of members of staff from the OPCC, will take place on the same day as formal interviews. This panel does not have a role in the final decision but provides feedback to the panel on the candidates they have spoken to.

Interview Panel



Rupert Matthews,
Police and Crime
Commissioner



Claire Trewartha,
Chief Executive,
OPCC



Sallie Blair,
Better Times,
Public Relations
and Marketing



Chris Kealey,
Leicestershire
Police

Recruitment Timeline

Stage	Dates
Advert Live	27 May 2024
Advert Closes	21 June 2024
Sifting	w/c 24 June 2024
Staff Engagement Panel	w/c 1 July 2024
Interviews	w/c 1 July 2024
Outcomes	w/c 1 July 2024

Further Information

If you have any questions about the role itself or would like to discuss the post and your fit within the organisation, please contact Nish Padhiar to arrange a conversation with Claire Trewartha.

T: 0116 229 8980

E: OPCC@leics.police.uk

Complaints

If you feel your application has not been treated in accordance with the recruitment principles or you wish to make a complaint, in the first instance, please use the OPCC complaints procedure, which can be found on the website: [OPCC](#)