



## JOB DESCRIPTION

### Head of Communications OPCC

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<b>Post Number:</b>	PC032
<b>Grade:</b>	Grade 10- £55,803 - £60,690
<b>Weekly Hours:</b>	37
<b>Department:</b>	Communications
<b>Status:</b>	Permanent
<b>Responsible To:</b>	Chief Executive Officer OPCC
<b>Responsible for:</b>	Communications and Engagement Team Members
<b>Location Work Base:</b>	Force Headquarters
<b>Job Role /Purpose:</b>	<p>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.</p> <p>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.</p> <p>To drive and deliver effective written and oral internal and external campaigns, multi- media communications, digital technologies and PR activity.</p>
<b>Contacts:</b>	Police officers, police staff and volunteers of Leicestershire Police and other forces, emergency services, local authorities, coroners' officers, the Police and Crime Commissioner and staff of the OPCC, national, regional and local media, editors of specialist publications, members of the public, local and national government bodies, other individuals and organisations within OPCC contractual arrangements.
<b>Equality and Diversity:</b>	Actively advance diversity /equality, work towards eliminating discrimination, harassment and victimisation and foster good relations between all groups of people

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## PERSON SPECIFICATION

### KNOWLEDGE, SKILLS & ABILITIES

## **ESSENTIAL CRITERIA**

*A clear definition of the necessary criteria.*

### **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:**

- The 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.
- To have good organisational and 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.
- 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 available or suitable during these times. For this reason a full UK driving licence is considered essential.

## DESIRABLE CRITERIA

*Where available, elements that contribute to improved / immediate performance in the job.*

### 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.

## CORE RESPONSIBILITIES/ ACCOUNTABILITIES

### Operational:

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.

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.

*\* Reasonable adjustments will be considered under the Equalities Act 2010.*

## Personal Values / Competencies

The competency and values framework sets out nationally recognised behaviours.

The framework has 6 Competencies – each competency can be split into 3 levels to fit around policing and non policing roles see here : [Competency and Values framework](#)

- We analyse critically
- We are innovative and open-minded
- We are emotionally aware
- We take ownership
- We are collaborative
- We deliver, support and inspire

All competencies are underpinned by 4 Values that should underpin everything that we do :

- Integrity
- Impartiality
- Transparency
- Public Service

## OTHER

**Security Check Levels refer to vetting for the specific levels that relate to this job role:**

**Management Vetting MV and SC.** For the purposes of Management Vetting applicants must have 5 years continuous residency within the UK at the time of application.

**Car User:** Essential User.

**Additional Information:** Must hold a full driving licence and be prepared to use own car for business purposes.\*

*\* Reasonable adjustments will be considered under the Equalities Act 2010.*