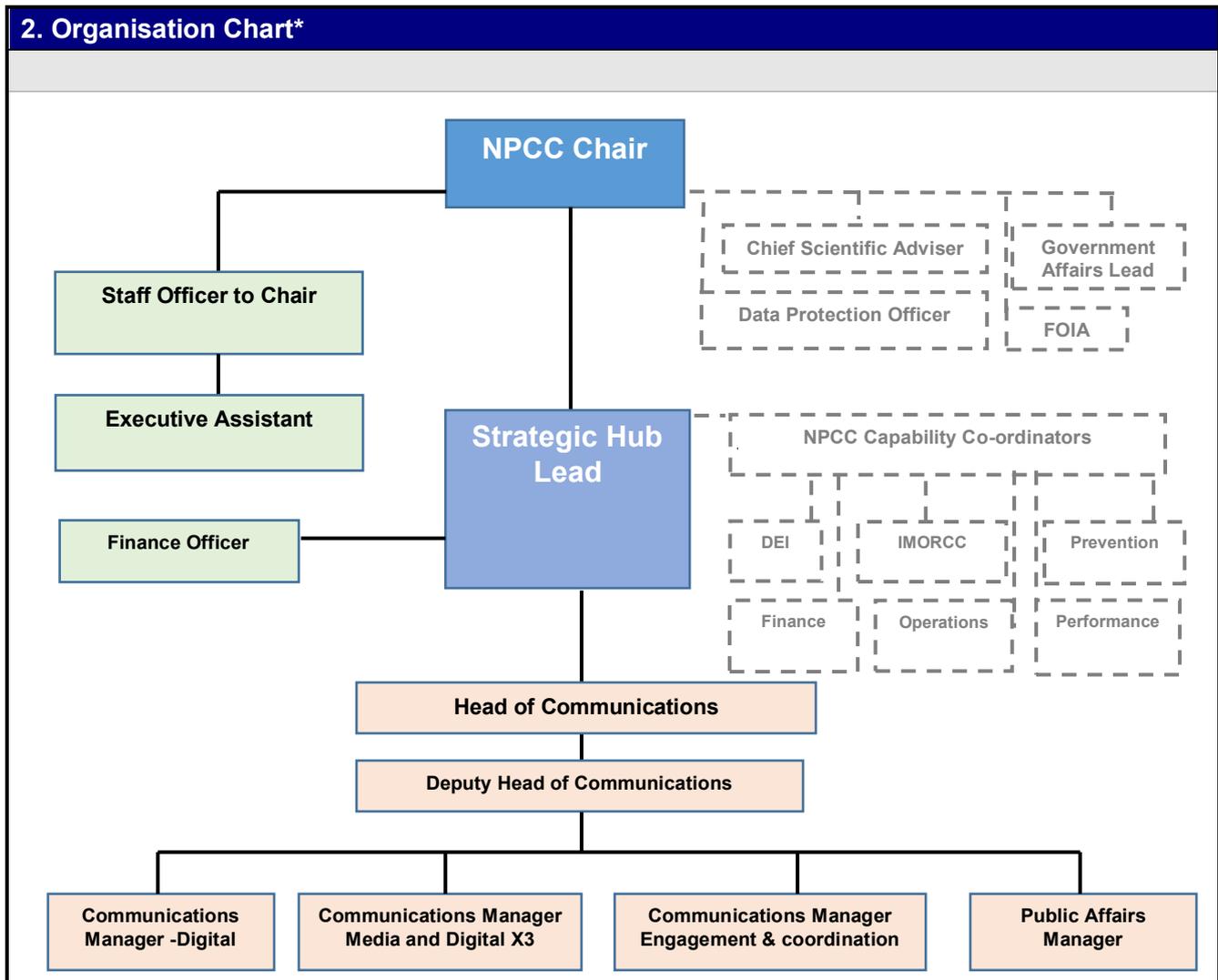


NATIONAL POLICE CHIEFS' COUNCIL - JOB DESCRIPTION

1. Job and Organisational Details	
Job Title:	Communications Manager – Media and Digital
Job Holder's Name:	
Reports to:	Deputy Head of Communications
Line Manager's Name:	
Grade:	Band C



3. Job Purpose

To provide high quality media and digital engagement to deliver on the NPCC communication strategy, manage complex, sensitive issues and media stories in a way that builds and maintains reputation and provide professional advice and support to the Chair and chief officers.

4. Knowledge, Skills and Experience

Essential

Qualifications

- A relevant degree or professional communications qualification with at least two year's relevant experience in a communications team working in or for a large or high profile organisation.

Experience

- Experience of delivering high quality corporate communications in a complex organisation, contributing to an excellent reputation for that organisation.
- Experience of developing and delivering high quality communication strategies and handling plans aligned to corporate objectives built on insight, employing creative content and evaluated for continuous improvement.
- Substantial experience of proactive and reactive media handling dealing with national media.

Knowledge

- Expert knowledge of what great digital and media communication looks like and can achieve and how it links with policy and other communication disciplines. Knowledge of a broad range of current communication practices, tools and techniques including OASIS communication planning frameworks and insight and evaluation.
- Excellent news and political sense and understanding of the range of media – owned and non-owned. Good understanding of how journalists work and how to build good working relationships.
- Knowledge of existing and emerging social media channels and their application.

Skills

- Ability to provide communications advice and guidance at a senior level and use skills and experience to influence strategies and plans, including of representing communications issues at high level meetings.
- Excellent written communication skills across a variety of channels and audiences.
- Ability to plan, create and commission high quality content for digital channels.
- Ability to operate in a fast-paced and pressurised environment, prioritising and making decisions under pressure.
- Ability to evaluate, analyse and swiftly summarise information gathered from a range of sources to identify important issues, be able to make unbiased and accurate decisions on complex issues and communicate complex or contentious issues clearly and sensitively.
- Strong organisational, planning and project management skills.
- Accomplished user of Microsoft Word and Powerpoint and the ability to quickly pick up new tools and techniques.
- A problem solver with a positive outlook who isn't fazed by complex business problems requiring creative communication solutions.

Desirable:

- Competence and demonstrable experience in filming, social video production and editing.
- Competence and demonstrable experience using design software e.g. Adobe Creative Suite including Photoshop, Illustrator, AfterEffects and Premiere.
- Experience of working in politically sensitive and high profile environments.
- Understanding of policing and its relationship with strategic partners.

5. Communications and Working Relationships

1. Excellent communication skills are vital to this role. The job holder will have regular daily communications with chief officers in England, Wales, Scotland and Northern Ireland and their staff, the national and international media, government departments and key stakeholders providing advice, guidance and support managing controversial issues on behalf of the leadership of the police service.
2. The job holder will work closely NPCC central office staff including the Chair's office, the Strategy, Planning and Performance Team and the Business Support Team.
3. The role requires the job holder to engage with a variety of national bodies and individuals in order to support the Chair and Chief Constables' Council in achieving the aims of the organisation and making sure the voice of the leadership of the service is heard and relationships with key influencers are built and maintained over the short, medium and longer term. These people and organisations include, but are not restricted to:
 - Home Office Ministers and Officials
 - Shadow Home Secretary and Shadow Police Minister
 - Foreign and Commonwealth Office on international policing issues
 - Association of Police and Crime Commissioners (APCC)
 - Police and Crime Commissioners (PCCs)
 - The College of Policing
 - The National Crime Agency (NCA)
 - Her Majesty's Inspectorate of Constabulary , Fire and Rescue Services (HMICFRS)
 - Independent Office for Police Conduct (IOPC) Crown Prosecution Service (CPS)
 - Police Federation(s)
 - Police Superintendents Association of England and Wales
 - Police staff associations and unions
 - Other relevant partner organisations and stakeholders
4. The job holder will be required to manage contact with members of the media (national and international) on the whole range of policing issues, many of these will be contentious and unique issues. While the job holder will consult with chief officers as and when possible and appropriate, they will be expected to respond to enquiries on their own volition, using their own judgement and at short notice acting as an official NPCC spokesperson.

6. Key Result Areas

Communication, issues and media/digital handling

1. Provide strategic advice communications and public relations advice, and constructive challenge where required, to the Chair, chief officers, NPCC officials and communications staff at force level with confidence, sometimes in pressured situations. Work collaboratively to co-design solutions to issues with the NPCC strategy team and NPCC leads and advise on communication implications.
2. Develop, deliver, monitor and evaluate communication strategies and handling plans to communicate NPCC activity and positions.
3. Monitor and manage issues of reputational risk, providing strategic communications advice and developing handling plans and messaging.
4. Create impactful audience specific content for media and digital channels including writing press releases, blogs, social media content and creating or commissioning video, graphics and imagery.
5. Provide reactive media handling, triaging reactive enquiries against the business plan, weighing up priorities, risks and opportunities to make decisions and recommendations about the most appropriate response. Preparing concise statements and rapid rebuttals.
6. Monitoring media and social media, identifying, sharing and where appropriate acting on insight, sometimes in fast time.
7. Support NPCC Chair and leads in media engagement including preparing for and managing interviews and briefings.
8. Contribute to communications planning and response to crises or major incidents and events.
9. Build and maintain effective working relationships with national, international, trade and broadcast media. Speaking with authority and persuasively to explain NPCC work and positions.
10. Develop and maintain effective relationships with a range of stakeholders including Government departments, other agencies and police forces, and work collaboratively on shared issues.
11. Act as a champion for brand, digital and editorial standards and communication processes. Assure the quality of our products and services in line with standards and guidelines, ensuring timely action is taken if they fail to meet standards.
12. Effectively contribute to news systems such as forward planning, media contact lists and other tasks to ensure the smooth running of the department.
13. Manage other communications tasks and projects as required.
14. Be part of a 24/7 on call rota outside of office hours to respond to:
 - urgent out of hours enquiries from media, forces and stakeholders;
 - urgent requests for support from NPCC leads and chairs;
 - maintain awareness of significant or breaking policing issues and respond as necessary;
 - provide out-of-hours support for interviews i.e. monitoring, preparing briefs and accompanying chiefs.

General

15. Manage a portfolio of NPCC projects, problem solving and monitoring own and colleagues' work against plans and milestones and act promptly to ensure activity stays on track and outcomes are delivered.
16. Seek external insight, research, best practice and new ideas to contribute to the development of the department. Actively seek learning and development opportunities.
17. Show resilience and willingness to respond positively to challenges and difficult or complex changes and tasks, encouraging others to do the same.
18. Be prepared to work out of normal office hours if circumstances demand it and at short notice.

7. Scope for Impact

- The NPCC enables the senior leadership of the police service to coordinate national operational policing. To achieve this it operates through a unique virtual network. This means that, while there are only a small number of posts directly employed in the NPCC structure, all UK police forces are members of the NPCC, through their chief officers, and an extensive number of thematic working groups and committees exist to conduct the NPCC's work. The unique set-up of the organisation gives this role an exceptional breadth and complexity.
- Effective communications is crucial to the delivery of national operational policing and keeping the public safe. The job holder will play an essential role in ensuring the delivery of effective communications for national operational policing through supporting chief officer and force communications teams.
- The post holder will regularly manage complex, high profile, politically sensitive issues where decisions and delivery have national implications with the potential to impact on the reputation of the whole police service.
- Represents NPCC at senior level with chief officers, forces, the Home Office, the College of Policing and other stakeholders in respect of communications.
- Manages the delivery of communication strategies, plans and activities necessary to deliver organisational objectives and quality external communications.
- Responsible for maintaining the standards of the strategies/plans/activities/products/material they provide.
- Works in a pressurised, challenging environment and frequently have to take complicated decisions about the handling and response to media enquiries on their own volition using their own judgement and at short notice.
- Will need to manage a number of competing priorities simultaneously. Failure to do this could impact the successful delivery of communications.
- This person may need to escalate activity, even where driven by a senior leader, if quality or impact is below standard and the risk outweighs any benefits.
- Potential to deputise for the Deputy Head of Communications.

8. Dimensions

- The job holder has no direct line management responsibility, but will be required to influence at all levels of national policing; including chief officers, force communication teams, government partners and a wide range of stakeholders
- The job holder has no direct financial responsibility. However, they will be responsible for aspects of budget monitoring in terms of expenditure relating to campaigns and projects and have occasional responsibility for the direct and indirect management of specific campaign and project budgets as the need arises.
- The job holder will be part of a rota for reactive media handling during office hours.
- This is a demanding role, the job holder will take part in an on-call duty rota that will require the job holder to be readily available outside normal office hours and at weekends.
- The NPCC offers flexible working including a flexi-time policy. The job holder will be able to choose to work from home/remote based with a requirement to travel to London/elsewhere as and when required/ or to work in London at 10 Victoria Street for up to two days a week working remotely at other times.

Appendix: Competency and Values Framework

Level 2 Competencies

Cluster: Resolute, compassionate and committed

Competency: We are emotionally aware

- I consider the perspectives of people from a wide range of backgrounds before taking action
- I adapt my style and approach according to the needs of the people I am working with, using my own behaviour to achieve the best outcome
- I promote a culture that values diversity and encourages challenge
- I encourage reflective practice among others and take the time to support others to understand reactions and behaviours
- I take responsibility for helping to ensure the emotional wellbeing of those in my teams
- I take the responsibility to deal with any inappropriate behaviours

Competency: We take ownership

- I act as a role model, and enable the organisation to use instances when things go wrong as an opportunity to learn rather than blame
- I foster a culture of personal responsibility, encouraging and supporting others to make their own decisions and take ownership of their activities
- I define and enforce the standards and processes that will help this to happen
- I put in place measures that will allow others to take responsibility effectively when I delegate decision making, and at the same time I help them to improve their performance
- I create the circumstances (culture and process) that will enable people to undertake development opportunities and improve their performance
- I take an organisation-wide view, acknowledging where improvements can be made and taking responsibility for making these happen

Cluster: Inclusive, enabling and visionary leadership

Competency: We are collaborative

- I manage relationships and partnerships for the long term, sharing information and building trust to find the best solutions
- I help create joined-up solutions across organisational and geographical boundaries, partner organisations and those the police serve
- I understand the local partnership context, helping me to use a range of tailored steps to build support
- I work with our partners to decide who is best placed to take the lead on initiatives
- I try to anticipate our partners' needs and take action to address these
- I do not make assumptions. I check that our partners are getting what they need from the police service

- I build commitment from others (including the public) to work together to deliver agreed outcomes

Competency: We deliver, support and inspire

- I give clear directions and have explicit expectations, helping others to understand how their work operates in the wider context
- I identify barriers that inhibit performance in my teams and take steps to resolve these thereby enabling others to perform
- I lead the public and/or my colleagues, where appropriate, during incidents or through the provision of advice and support
- I ensure the efficient use of resources to create the most value and to deliver the right impact within my areas
- I keep track of changes in the external environment, anticipating both the short- and long-term implications for the police service
- I motivate and inspire others to achieve their best

Cluster: Intelligent, creative and informed policing

Competency: We analyse critically

- I balance risks, costs and benefits associated with decisions, thinking about the wider impact and how actions are seen in that context. I think through 'what if' scenarios
- I use discretion wisely in making decisions, knowing when the 'tried and tested' is not always the most appropriate and being willing to challenge the status quo when beneficial
- I seek to identify the key reasons or incidents behind issues, even in ambiguous or unclear situations
- I use my knowledge of the wider external environment and long-term situations to inform effective decision making
- I acknowledge that some decisions may represent a significant change. I think about the best way to introduce such decisions and win support

Competency: We are innovative and open-minded

- I explore a number of different sources of information and use a variety of tools when faced with a problem and look for good practice that is not always from policing
- I am able to spot opportunities or threats which may influence how I go about my job in the future by using knowledge of trends, new thinking about policing and changing demographics in the population
- I am flexible in my approach, changing my plans to make sure that I have the best impact
- I encourage others to be creative and take appropriate risks
- I share my explorations and understanding of the wider internal and external environment