

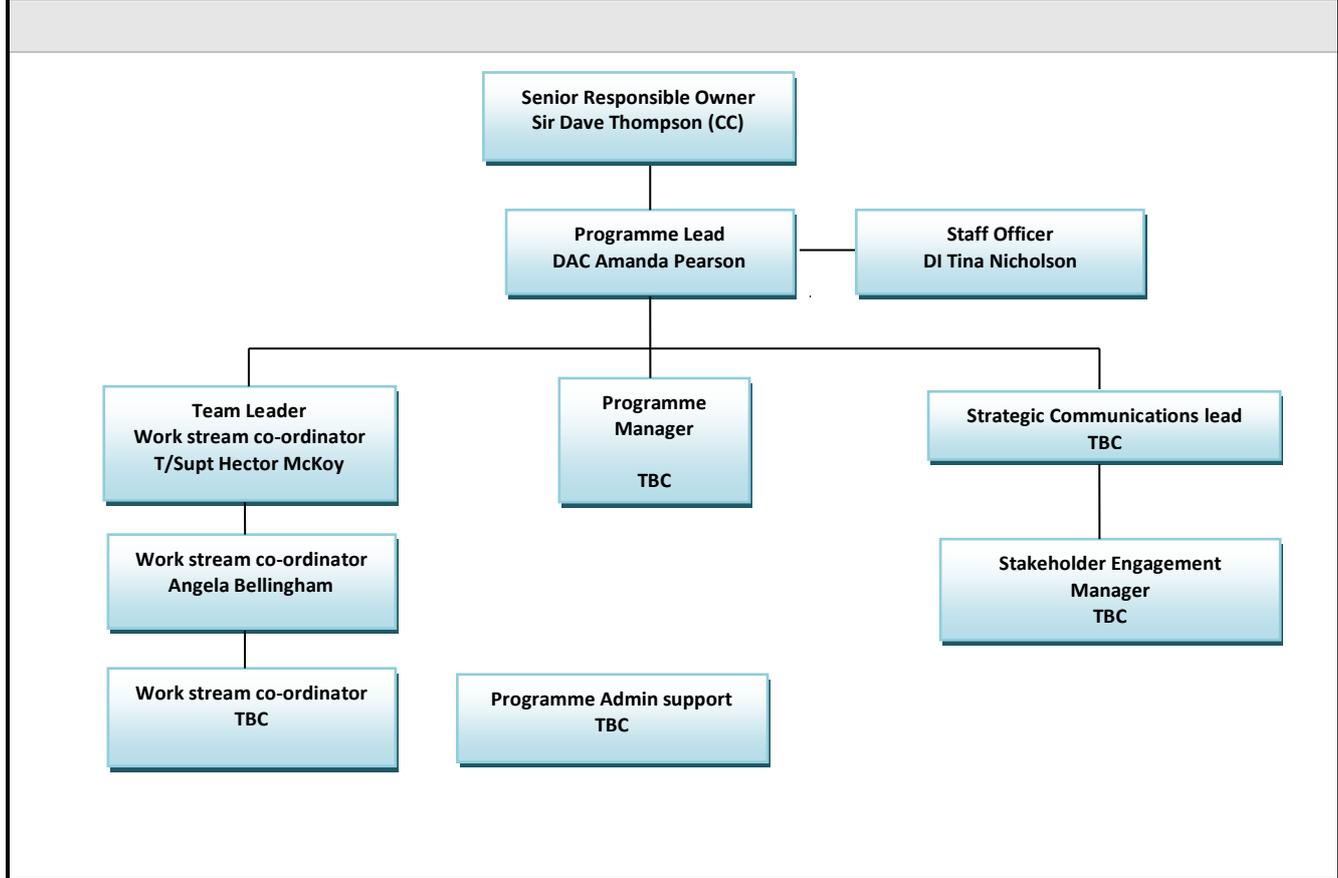
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NATIONAL POLICE CHIEFS' COUNCIL - JOB DESCRIPTION

1. Job and Organisational Details

Job Title:	Strategic Communications Lead – Police Plan of Action on Inclusion and Race
Job Holder's Name:	
Reports to:	DAC Amanda Pearson – Programme Lead
Line Manager's Name:	DAC Amanda Pearson – Programme Lead
Grade	B

2. Organisation Chart



3. Job Purpose

To lead and be accountable for the communication of an ambitious police plan of action that aims to build a more inclusive police service, and address negative disparities for Black people interacting with, or working in, policing.

The programme aims to build confidence in the police where it is currently lowest and the Communications Lead will play a pivotal role in championing audience specific, insight-led communications and developing strategic communications that build confidence.

The Communications Lead will develop and deliver a communications strategy to:

- build active engagement in the programme of change from a wide range of stakeholders;
- communicate progress and meaningful change - prioritising Black people and other people of colour and addressing their concerns about policing;
- design or commission strategic communication that deliver specific outcomes with the plan of action.

This role will deal with complex, sensitive and high profile issues at a strategic level and include hands-on delivery in as well as management of overall delivery.

4. Knowledge, Skills and Experience

Essential criteria

Qualifications

- A degree, or demonstrable equivalent experience, and membership of a relevant professional body.

Experience

- A strong track record of managing, developing and delivering successful and innovative communications, campaigns and digital content.
- Extensive experience of using a variety of communication methods and channels and ability to provide advice on most appropriate channels dependant on context and audience insight.
- Line management experience.

Knowledge

- Interest in and understanding of race and inclusion issues.
- Excellent news and political acumen and deep understanding of the range of media.
- Knowledge of communication disciplines - existing and emerging - and their application and how they operate together, including knowledge of current practices, tools and techniques.
- Good understanding of the principles and practicalities of effective stakeholder engagement.

Continued

Skills and attributes

- Highly developed strategy skills with an ability to shape communications strategy on complex and sensitive issues and find creative solutions to communications challenges.
- Confident in gathering, commissioning and using audience insight, data and analysis to shape strategies, and in evaluating communication including defining evaluation measures and methods.
- Proven ability to project manage from start to finish, managing multiple complex communications deliverables and delivering to tight deadlines.
- Strong organisational skills with the ability to deal with fast-moving conflicting demands, changing priorities and a heavy workload with a willingness to work flexibly.
- Is motivated by contributing to the aims of the programme and bringing about positive change.
- Has an empathetic and respectful approach to understanding the context, culture and history related to the programme.
- Excellent interpersonal skills. Highly adept at influencing, problem solving and providing constructive challenge at senior level.
- High level analytical and reasoning skills. Ability to think strategically, evaluate complex, nuanced information and issues, take account of the bigger picture, understand linkages and interdependencies, and taking a logical and structured approach to problem solving.
- Highly developed communication skills and ability to write for a range of audiences and channels.
- Confident presenter, making recommendations and giving strategic advice including at board level.
- A strong ethos of professional development and active engagement through professional groups and/or self-driven training.
- Accomplished IT user

Desirable

- Knowledge of the structure of UK policing and government
- Experience in campaigns and stakeholder engagement.

Experience of delivering campaigns or communications for a change programme

5. Communications and Working Relationships

1. The Communications Lead will have regular engagement with the programme team; the NPCC Communications Team and the College of Policing Communication Team.
2. The success of communications will be influenced significantly by the partnership buy in and active support and amplification of communications so the Communications Lead will need to build strong partnerships and influence stakeholders to generate support. This will see the Communications Lead working closely and collaboratively with organisations including, but are not restricted to:
 - Police forces
 - Home Office
 - Number 10
 - Association of Police and Crime Commissioners (APCC)
 - The National Crime Agency (NCA)
 - Her Majesty's Inspectorate of Constabulary and Rescue Services (HMICFRS)
 - Independent Office for Police Conduct
 - Police Federation(s)
 - Police Superintendents Association of England and Wales
 - Police staff associations and unions
3. The Communications Lead will be responsible for ensuring effective engagement with an exceptionally wide and diverse pool of stakeholders including race equality groups, scrutiny groups, community groups, parliamentary select committees, campaigners, politicians, police officers and staff and the public.

6. Key Result Areas

1. Develop an insight-led communications and engagement strategy to deliver agreed objectives incorporating: effective engagement with wide and diverse pool of stakeholders; targeted engagement and communication with key audiences – specifically Black people and other people of colour; and effective management of complex risks, issues and opportunities.
2. Lead on the implementation of the strategy, take personal responsibility for delivering key aspects of it and work with the NPCC and College of Policing to commission activity within the NPCC or College communication teams or through commissioning and managing relationships with external suppliers.
3. Develop evaluation methods and quality assurance measures to monitor the impact of communications, drive continuous improvement and meet communication objectives.
4. Support the Stakeholder Engagement Manager to design, build and maintain effective channels for dialogue with stakeholder groups ensuring that resulting stakeholder insight is shared within the programme and influences the communications strategy.
5. Lead on the development and maintenance of branding and messaging that reflects audience insight and ensure the programme is consistently presented across all work streams and channels.
6. Commission creative content that informs and engages priority audiences and tailor to the communication preferences of target audiences.
7. Review the content of the Plan of Action, advise on where communications activity is most needed and can be most effective/impactive and recommend strategic communication solutions.
8. Provide direction on and oversee media engagement related to the Plan of Action.
9. Work with the NPCC and College of Policing to manage complex and high profile risks and issues.
10. Provide strategic advice, support and counsel to the programme leadership. Representing the programme at executive level meetings with NPCC leads and other chief officers, forces, the Home Office and the College of Policing in respect of communications.
11. Build successful partnerships (with police forces and other stakeholders) to coordinate and amplify communications and reach target audiences.
12. Work with NPCC and College of Policing, other stakeholders and partner organisations to share and coordinate activity.
13. Report to the programme board on progress, risks and issues, identifying and implementing solutions.
14. Lead by example, role modelling ethics and values, and visibly demonstrates self-motivation, energy, creativity and a commitment to high-quality communication.
15. Convey positivity and enthusiasm in meeting the challenges of difficult or complex changes and tasks, encouraging and supporting others to do the same.

7. Scope for Impact

- The programme addresses complex, high profile and politically sensitive issues. The Strategic Communications Lead will be accountable for the effective delivery of communications for the programme. Their decisions and delivery have national implications with the potential to impact both positively and negatively on the reputation of the whole police service and its relationship with communities.
- This ambitious programme aims to build confidence in the police where it is currently lowest and the Strategic Communications Lead will have a pivotal role in championing audience specific, insight-led communications and developing strategic communications that build trust.
- The Strategic Communications Lead will represent the programme at senior level with chief officers, forces, the Home Office, the College of Policing and other stakeholders in respect of communications.

8. Dimensions

- The Strategic Communications Lead will report to the Heads of Communications for the NPCC and College of Policing. They will present plans and proposals for approval by Programme Lead, Senior Responsible Owner and the programme board.
- They will have direct line management responsibility for the programme Stakeholder Manager. They will work with the College and NPCC teams to commission additional activity including media engagement and content creation. They will additionally commission and manage relationships with third party suppliers.
- The success of communications will be influenced significantly by the partnership buy in and active support and amplification of communications so the Strategic Communications Lead will need to build strong partnerships and influence stakeholders to generate support.
- The post holder will be responsible for the communications budget.
- This is a demanding role and will require the post holder to be readily available outside normal office hours and potentially at weekends.
- High level decision-making is required and the post holder will need to call constantly on their problem-solving skills.
- The job holder will frequently have to work on their own initiative and escalate issues within the programme governance structure as required.
- They will have an empathetic and respectful approach to understanding the context, culture and history reflected in the Plan. The job holder will need to act with tact and sensitivity at all times.