

JOB DESCRIPTION

APPENDIX C

Before completing this form, please read the BTP 'Guide to writing job descriptions for Police Staff roles' Appendix B to the SOP.

A. POST DETAILS:

Job Title:	Senior Channels Manager	Current Grade:	B004
Department :	People & Culture	Area:	A
Reports To:	Head of Internal Communications	No of Posts:	1
Level of vetting:	Manager Vetting	Post Number:	

B. PURPOSE OF THE POST: *Why the post exists and what it has to achieve*

To support British Transport Police (BTP) in achieving its mission, Values and vision by leading the design, implementation, measurement and evaluation of Forcewide internal communications channels. The post holder will ensure that our people feel informed, connected and purposeful in order to drive organisational performance. They will achieve this by making sure that BTP adopts best practice, employee listening, and channels that foster two-way conversations.

C. DIMENSIONS OF THE POST *The key statistics associated with the post*

Financial

Responsible for ensuring that new channels are funded correctly for launch and ongoing future use. This includes day to day management and oversight of how the Internal Communications budget is spent with external agencies and channels providers.

Staff Responsibilities

- Line management of Channels Executive (A6) and Internal Communications Executive (tbc)

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D. PRINCIPAL ACCOUNTABILITIES: *What the job is accountable for and required to deliver*

- To support British Transport Police (BTP) in achieving its strategic objectives by leading, directing and coordinating all Forcewide internal channels activity.
- Provide expert advice to internal stakeholders on the strategic management of forcewide communications and how best to reach our people, driving employee engagement and enhancing our Employee Value Proposition as an employer.
- Influence colleagues at all levels to adopt behavioural change and insight to inform Channels decisions and how to create a two-way conversation, in line with our people and organisational strategies.
- Lead the organisation, gaining buy-in along the way, to invest in, develop and bench mark our Internal Communications against other sectors and Forces to continuously develop our channels strategy.
- Set the strategic direction for internal channels across the Force.
- Plan, coordinate and maintain professional oversight of the implementation of a multi-channel matrix aimed at changing behaviour and perceptions; evaluate effectiveness, ensuring lessons learned are shared with colleagues and taken into consideration in channels projects.
- Plan, lead, project manage, implement and measure several new high-profile channels to drive employee engagement and increase reach to our people. This includes, but not limited to, Yammer, MS Teams, an employee listening platform, and a new mobile-accessible intranet.
- Provide strategic and tactical direction to colleagues across the Force, including the Chief Officer Group, advising on best practice for channels development and continuous development
- Responsible for all aspects of ensuring governance is adhered to, including Information Management, IT, and Transformation to ensure that all channels meet our data and privacy requirements – identifying and mitigating any risks with teams to keep our information secure
- Lead, direct and coordinate the Internal Communications team to deliver integrated forcewide communications across our channels on time and in budget
- Plan, lead and project manage a virtual events schedule to develop Senior Leadership Visibility, working closely with Chief officer Group and wider Senior Leadership Team. This includes recognition ceremonies.
- Provide expert advice to the IC Executives to support them in collating, developing and evaluating channels reach by creating a Channels Dashboard to inform conversations with senior stakeholders, demonstrating how Internal Communications is adding value to the organisation and achieving our strategic objectives
- Responsible for overseeing a roster of external suppliers, managing the force's relationship with them and carrying out regular reviews to ensure quality of service and value for money.
- Lead, co-ordinate, manage and evaluate employee listening - through all people surveys and an employee listening platform - ensuring we use this data and act accordingly as an organisation
- On behalf of the Head of Internal Communications manage the department's delegated non-staff budget on a day to day basis.
- Maintain expert knowledge of the evolving channels environment, ensuring that we are adopting best practice, innovation and are bench-marking our results against other sectors to drive learning

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and a forward-looking view within the organisation

- Devise and deliver in-house training, and source appropriate external training where required, to provide colleagues at all levels with a clear understanding how to exploit our channels to the maximum.
- Represent BTP, influencing and playing an active role, in various rail, policing and IC industry communications forums, to share learning and increase our brand.
- Represent the IC team with Staff Networks and Associations (including TSSA and the BTP Federation) to gain buy-in to our new approaches and explain how they can exploit channels to achieve their aims
- Plan, design and publish content across all channels including video storyboarding, editing and hosting; designing and creating infographics/GIFs, visual media; event content e.g. presentations; and 'traditional' written copy
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E. DECISION MAKING:

Make decisions

- On behalf of the Force must be able to make sound decisions on own initiative and take responsibility for those decisions. The post holder will be able to make key strategic and operational decisions and be responsible for briefing, advising and managing reputational risk and crisis communications where applicable.
- Deputising for Head of IC for Channels decisions, where appropriate

Significant say in decisions

- Significant say in the development and introduction of existing and new channels on behalf of the department and the Force.

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F. CONTACT WITH OTHERS: *The frequent contacts the post holder has with others and for what purpose*

Internal

Continuous contact and interaction with fellow members of Internal and Corporate Communications

- ☐ Continuous contact in advisory capacity with colleagues at all levels, including direct contact with Chief Officers and Senior Leaders
- ☐ Frequent contact and liaison with IT, Smarter Working, Transformation, Finance, Procurement, ICT and People & Culture

External

- Contact and liaison with key external stakeholders, including but not limited to, British Transport Police Authority (BTPA), Department for Transport (DfT), Government Communications Service other police forces and transport authorities, charities and partner organisations
- ☐ Daily contact with external service providers, including channels/platform providers, communications and design agencies, print suppliers, photographers, video editors, translators

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G. REQUIREMENTS: *The skills, knowledge, experience, qualifications and training required to perform the job.*

Essential Criteria:

Qualifications and Training:

- Membership to Institute of Internal Communications (IoIC) (preferred)
- Post-graduate qualification from CIPR or IoIC (preferred)
- Educated to degree level or equivalent level of experience
- **Adobe Design Suite conversant**

Experience:

Proven experience in leading and directing Internal Communications practitioners to implement and manage channels, ideally for disparate workforces, with a clear understanding of their unique communication challenges

- Proven experience of planning, delivering and evaluating integrated communications strategies for a large and complex organisation on time and on budget

Extensive experience advising C-Suite leaders on strategic Internal Comms

- Significant experience of leading, coordinating and managing the implementation an Employee Social Network, preferably Yammer
- Experience of leading, coordinating and managing the implementation of a new intranet including scoping, writing the business case, content audit, implementation, launch, post-launch updating and continual improvement
- Extensive experience of using analytics to influence decision-making
- Building and maintaining excellent working relationships with multiple partners and stakeholders and acting as a representative at a senior level
- Proven experience of leading the commissioning and management of external vendors, platform providers and communications agencies
- Demonstrable ability to exercise sound editorial judgement and brand guardianship

Skills:

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- Ability to influence, persuade and negotiate, demonstrating gravitas and establishing credibility when giving advice and guidance at all levels of the organisation
- Ability to build positive working relationships internally and externally at all levels
- Ability to work as part of a team and under own initiative
- Excellent organisational, planning, project management and time management skills, with the ability to work on several projects at once, often to conflicting deadlines
- Ability to remain calm and composed, and provide leadership and sound advice, in challenging situations
- Flexible and dynamic approach to working in a high-pressure environment to challenging deadlines
- High degree of social media and web literacy – professional use of social media channels and management software and analytics, and professional management of a website using a content management system
- Excellent writing, editing and proofreading skills, with a high degree of accuracy and attention to detail, with the ability to present complex information in concise and plain English
- A creative and strategic thinker
- Politically astute

Knowledge

- Strong grasp of Office 365 including Forms, Teams and Yammer
- Exceptional understanding of current developments in branding, design, social and digital internal channels
- Good understanding of how to create content for, and reach, different audiences
- Excellent knowledge and understanding of evaluation techniques and how to measure effectiveness
- Exceptional news judgement and understanding of what makes a good story
- Sound knowledge of legislation which impacts upon Internal Communications (particularly data and privacy)
- Understanding of Data Protection and Freedom of Information constraints

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Desired Criteria:

Experience of working in an organisation with hard-to-reach audiences and the challenges this presents Internal Communications and the wider Force.

- H. ANY ADDITIONAL INFORMATION:** *Information relevant to the role, including any particularly challenging/ difficult aspects of the job. If competencies have been developed for this post, these can be listed here.*

You can be based in Manchester, Birmingham or London. If based outside London, you must be willing to travel to London a couple of times a month for meetings. We have an agile working model and don't expect colleagues to be in the office more than a few times a week maximum.

I. AUTHORISATION DETAILS

Prepared By:	May Holloway	Date:	11 July 2021
Area Commander /FHQ HoD:	Rachael Etebar	Date:	
Evaluation Panel:	Lorraine Tommey / Jess Stone	Date	12/07/21
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