

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:	National Media Relations Manager	Current Grade:	B003
Department:	Media & Marketing	Area:	FHQ
Reports To:	Head of Media & Marketing	No of Posts:	1
Level of vetting	MV		

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

The National Media Relations Manager reports to the Head of Corporate Communications and is the organisation's senior adviser on all aspects of media relations (both traditional and digital), responsible for developing and delivering proactive and reactive media handling strategies.

They are required to make sound strategic judgements on media matters which are likely to affect BTP's reputation. They will be expected to develop a strategic approach to such matters, consulting with the Head of Corporate Communications, taking into account any operational response and the likely impact on external stakeholders.

The post holder is the direct line manager for divisional corporate communications managers, and a senior press officer and second line manager for press officers based in London. They are responsible for the recruitment, training and development of their staff.

Working in a fast-paced, high-pressure environment, the National Media Relations Manager is responsible for their staff providing timely and accurate information to the public - via the Force website, traditional and digital media channels - on what can be serious incidents or high-profile issues across England, Scotland and Wales, ensuring the information is appropriate and complies with any legal constraints and restrictions.

As well as managing the media response to critical incidents and identifying significant reputational risks (in consultation with senior officers), the National Media Relations Manager signs off high-level, politically-sensitive work, is the editor of BTP's crisis and major incident communications plans and is responsible for developing and delivering BTP's various media training packages across the Force.

The post holder will be expected to build and develop positive working relationships with relevant media and stakeholder contacts.

As the manager of the Media Relations team, they also have oversight of all of the Force's social media channels and output.

As a senior member of the Corporate Communications team they are expected to work collaboratively, always putting the interests of the department and the Force first (please see BTP's VITAL behaviours outlined below).

In certain circumstances, it may be necessary for the National Media Relations Manager to deputise for the Head of Corporate Communications and other senior members of the department.

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

Financial – Direct or Non-Direct

Non-direct responsibility for budgets and contracts associated with the managing of media relations.

Staff Responsibilities – Direct or Non-Direct

Direct line manager for divisional media and marketing managers and a senior press officer, and second line manager for three press officers.

Any Other Statistical Data

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

As the organisation's senior adviser on all aspects of media relations and handling, the postholder is responsible for developing and delivering proactive and reactive media handling strategies via traditional and digital media channels.

Direct line management of the divisional media and marketing managers (currently four) and a senior press officer, and the second line management of three press officers, with responsibility for staff recruitment, training and development.

Demonstrate first class news sense, strategic judgement and ability to develop strategies to manage ongoing incidents and issues likely to affect BTP's reputation.

Develop and deliver proactive communication strategies (where appropriate, in conjunction with key stakeholders such as Train Operating Companies, Network Rail, and Government), focused on outcomes that support BTP's operational and strategic priorities and protect BTP's reputation.

Analyse and measure results of communication campaigns.

Accountable for staff providing timely, accurate and appropriate responses to enquiries from national, regional, local and social media, stakeholders and other agencies, while working within legal guidelines and constraints.

Accountable for staff keeping accurate and contemporaneous logs of media enquiries and internal demand.

Have oversight of the Force's social media channels to respond to and clarify misinformation, particularly where it is likely to impact upon or damage the Force's reputation.

Ensure critical and major incidents, as well as significant reputational risks, are spotted and effectively managed in consultation with senior officers.

Deliver training to help police family liaison officers understand the needs of the media and protect victims and families from intrusion following high-profile incidents.

Deliver introductory media handling training to First Contact Centre and control room staff and any other staff who requires it.

Maintain and edit BTP's crisis and major incident plans.

Work alternative or extended hours as and when required.

Be a member of BTP's 24/7 on call rota, also offer support to less experienced on call colleagues.

The post is full time and based in London - although some travel may be required.

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E. DECISION MAKING:

Make decisions

Makes significant decisions, within a high-pressure environment, about BTP's public response to a range of ongoing incidents or situations across Britain.

Demonstrates first class strategic and tactical news judgement and the ability to develop strategies to manage ongoing incidents and issues likely to affect BTP's reputation.

Proofs, edits and signs off high-level work, maintaining high standards and corporacy.

During certain circumstances it may be necessary for the National Media Relations Manager to deputise for the Head of Corporate Communications.

Significant say in decisions

Responsible for recruitment, training and development of headquarter's Media Relations team and regional communications staff.

Lead external account contacts for numerous departmental functions, such as online software, media monitoring and newspaper and satellite television subscription.

Advise and support the Head of Corporate Communications in appropriate strategic and tactical advice in relation to ongoing issues and incidents likely to attract considerable publicity.

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

Internal

Gathers information from internal officers and staff of all grades and ranks for external and internal publication.

Provides guidance and advice to internal colleagues and stakeholders on media relations and reputation management matters.

External

Primarily an externally-focused role involving daily contact with journalists and other representatives, including stakeholders, other police services, community groups, other agencies and members of the public.

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

Essential Criteria:

Qualifications and Training:

Educated to Degree level in English, Politics, Media, Communications or similar.

Experience:

Significant management experience within a press office or newsroom environment.

Considerable experience in crisis communications management and media handling during major incidents.

Strong background in writing and communication.

Significant experience of developing and delivering effective proactive communication strategies with proven outcomes.

Experience in using different communication techniques for different audiences for different purposes.

Significant experience in writing, editing and approving communication products.

Proven experience in and understanding of organisational politics and experience of working within a politically-sensitive environment.

Significant experience of line managing a team.

Skills:

First-class written and verbal communication skills and high attention to detail.

Ability to not only work well but thrive under pressure.

Excellent judgement and ability to think strategically in a fast paced, dynamic environment.

Shows initiative and spots and develops positive PR opportunities for the Force.

Proven ability to establish effective relationships with journalists and stakeholders.

Excellent interpersonal and negotiation skills and the confidence to challenge ideas or perceptions when it is in the Force's best interests.

Identifies risks and considers alternative courses of action to make good decisions.

Works effectively as a team member and actively helps and supports others to achieve departmental goals.

Employs management strategies to drive staff performance, to maximise effectiveness of employees and to support their development.

Sound political awareness and ability to spot and mitigate risk.

Gathers information from a range of sources to understand situations, ensuring its reliability and accuracy. Analyses information to identify important issues and problems.

Tactful and diplomatic when dealing with people, treating them with dignity and respect at all times.

Knowledge:

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Understands media law and legal constraints, as well as other guidelines, around the provision of certain information to the public.

Well-developed interest in current affairs.

Understands the different approaches to communication needed to build relationships with a wide range of stakeholders .

Knows how to use social media, such as Twitter and YouTube, as effective public relations tools.

Understands and is sensitive to social, cultural and racial differences.

Understands the views of others and takes them into account.

Desired Criteria:

Qualifications and Training:

Professional qualification in Public Relations, Media, Communications or similar.

Formal training in the management of staff.

Formal training in problem solving

Experience:

Public relations experience within the transport and/or policing sectors.

Experience of news desk management software.

Established national, regional and specialist media contacts.

Experience of performance management.

Skills:

Shorthand.

Knowledge:

An understanding of how a police force operates.

A sound understanding of the unique environment in which British Transport Police operates.

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.*

The National Media Relations Manager and their staff, through family liaison or coroners' officers, speak directly to families following high-profile incidents, providing support, advice and protection from unwarranted media intrusion. Working with the family of someone who has died in traumatic circumstances is an acutely important, demanding and difficult task, requiring a level of responsibility, sensitivity and professionalism that cannot be understated.

The holder of this role is often entrusted with highly-sensitive and confidential information and is responsible for handling such information properly and appropriately.

At all times the post holder is expected to display BTP's VITAL behaviours as set out below:

Value-adding

- Bring financial rigour to the work we do.
- Entrepreneurial in the way seeking out new opportunities.
- Maximise value and minimise waste.

Innovative

- Love to pioneer new methods and technologies.
- Continually look for better ways to deliver.
- Not be risk averse and always learn from mistakes.

Teamwork

- Non-territorial; always happy to learn from - and share - best practice.
- Be open and transparent in actions and decisions.
- Work hand in hand with industry partners to achieve the best results.
- Listen carefully and respect the views of others.

Active

- Focus on delivering a great service to customers and the travelling public.
- Focus on preventing and pre-empting crime wherever possible.
- Make decisions swiftly and objectively, using evidence and professional judgement.
- Act selflessly, always in the best interests of customers and of society in general.

Leaders

- Demonstrate honesty, integrity and leadership by setting the example.
- Develop, support and empower people.
- Be relied upon to take responsibility for actions and decisions.
- Support the decisions others make.
- Lead on - and promote - diversity and inclusion.

I. **AUTHORISATION DETAILS**

Prepared By: Allison Potter-Drake

Date: 26/11/15

Area Commander

/FHQ HoD: Allison Potter-Drake - Head of Corporate Communications

Date: 26/11/15

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