

Stakeholder Engagement and Communications Manager

Information about the appointment and candidate brief

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British Transport Police Authority's current Policing Plan and the Strategic Plan 2013-19 are available on the website at: <http://btpa.police.uk/publications>

A letter from the Chief Executive

Dear Prospective Candidate,

Thank you for seeking information about this appointment. I hope you find the following will excite your interest.

We are currently recruiting for a Stakeholder Engagement and Communications Manager.

Now is a great time to work for the British Transport Police Authority (BTPA) Executive. Continued growth in passenger and freight figures, combined with challenging legislative, political and counter-terrorism pressures mean we are currently experiencing a significant period of change in railway policing and the BTPA, more so than ever, needs to be focused on assurance and delivery.

The primary collective purpose of the BTPA Executive is to support the Authority Members in their role to ensure the efficient and effective policing of the railways. This is delivered through the fulfilment of the Authority's statutory duties. These, however, form only a part of the work that is required to be completed by the Authority and Executive. The independence and calibre of this team in providing independent scrutiny, a second line of assurance, transparency and openness is critical to ensuring public confidence and accountability.

If you think you have suitable skills and experience, I would encourage you to apply for this role and wish you the best of luck.

Yours faithfully,

A handwritten signature in black ink, appearing to be 'Charlotte Vitty', written in a cursive style.

Charlotte Vitty,
Chief Executive, BTPA

The role

Role Purpose

The purpose of the Stakeholder Engagement and Communications Manager is to act as the Authority's relationship manager for all statutory stakeholder groups and champion effective stakeholder engagement all levels within the Authority and its Executive Team.

The post holder will also be the subject matter expert for the Authority on stakeholder engagement and communications management methods, including maintenance of the BTPA brand and profile.

Dimensions

Identify key external stakeholders and ensure the senior team is managing relationships with them including;

- Senior representatives within statutory stakeholders
- Communications and engagement leads within the rail industry, passenger representative partner organisations, other police forces and PCCs
- BTP media and marketing team
- BTP engagement leads centrally and locally
- Journalists and other media contacts

Accountabilities

Stakeholder engagement

1. Manage the development and implementation of the Authority's annual Stakeholder Engagement Plan. In doing so;
 - a. Act as the Authority's relationship lead for all statutory stakeholder groups
 - b. Acting as the stakeholder information manager and first point of contact at the Authority, making recommendations about who within the Authority/Executive team is best placed to manage individual relationships
 - c. Identify and build new relationships as key stakeholders change and new stakeholders emerge in the operating environment
 - d. Ensure the Authority is aware of relevant stakeholder activities and plans to ensure the need for additional Authority engagement activity (to address opportunities and risks) is identified and communicated to the appropriate members of the Executive Team
 - e. Follow-up on engagement with external representatives by feeding back all suggestions for critical actions/improvements to senior staff
 - f. Champion stakeholder relationship management at all levels within the Authority and its Executive

- g. Develop a system to collate and distribute feedback received from stakeholders via Member activities, consultations and other interactions
- h. Allocate communications and engagement priorities to clusters/individuals as appropriate including key messages to be delivered to Members by the Member Engagement Manager

Communications and media engagement

- 2. Identify and develop best practice for the Authority in relation to effective communications and stakeholder engagement within the public, private and third sectors
- 3. To develop and maintain the Authority's in-house style in all communications and publications working with BTP on the use of BTP and Authority branded materials on internal and external communications
- 4. To provide media advice for the Authority. In so doing;
 - a. Support the Chairman and Chief Executive (and other Executive staff) in dealing with day-to-day enquiries from the press and media to ensure quality coverage is obtained
 - b. Monitor and where necessary provide briefings for the Chairman, Chief Executive, Members and Executive on media coverage on BTP, the Authority, the wider policing service and the rail industry

Digital and social media

- 5. To lead on future research and development of the BTPA website and social media accounts keeping abreast of latest developments in digital communications and trends in consumer interaction with digital technology
- 6. Produce a range of communications and engagement materials for internal and external audiences

General

- 7. Attend meetings as requested and identify actions for stakeholder engagement or identify newsworthy opportunities
- 8. Proactively represent the Authority at internal and external events as required.
- 9. To undertake any other reasonable activities appropriate to the post
- 10. Preparing reports and related correspondence dealing with issues or subject matter in ways that require considerable sensitivity, discretion, judgment or negotiation and identifying potential risks to the Authority.

Knowledge, skills and experience

- 1. Qualified to degree level, or equivalent experience.
- 2. Understanding and experience of internal and external stakeholder engagement needs and how these different aspects interrelate.

3. The ability to recognise the connections between issues and implications of actions.
4. Ability to process complex and sensitive information and reframe this into messages and action that fits within the corporate narrative for the organisation
5. Excellent inter-personal skills including the ability to work as part of a team.
6. Strong organisational and time-management skills, including the ability to prioritise work to meet deadlines.
7. The ability to use BTPA's content management system Word Press to update and modify the website.
8. Proven experience of developing, implementing and evaluating fully integrated media communication strategies.
9. Intermediate level Microsoft Office, including Word, Outlook, PowerPoint, Excel.
10. Excellent written and verbal communication with a high level of speed and accuracy in creating all written materials.
11. Experience (or demonstrable appreciation) of the challenges facing policing.
12. Good knowledge and experience of digital communications tactics, tools and techniques

Location

The post will be based at the Authority's offices in Camden.

Remuneration package

The salary for the post is on a seven-point scale from £37,212.10 to £44,338.62 per annum. The starting salary will be dependent on experience.

Allowances (in addition):

- London weighting of £2520 per annum

Other benefits include:

- 28 days leave per annum, rising to 30 days with 5 years' service
- Police Staff pension scheme

How to apply

You are asked to submit your application by way of a CV and supporting statement providing clear examples of similar work that you have done under each of the main headings in the accountabilities section (i.e. stakeholder engagement, communications and media engagement and digital and social media). The evidence provided must be specific and focused on your personal involvement, experience and actions. Your supporting statement should demonstrate you have the key qualities and attributes outlined in the knowledge, skills and experience section outlined above.

For an informal discussion about the role, please contact [Samantha Elvy](#), Head of Strategy, Engagement and Planning, on 020 7383 7325 or at samantha.elvy@btp.pnn.police.uk.

Applications should be sent as follows:

By email to: BTPArecruitment@btp.pnn.police.uk

The closing date for applications is **Friday 19th January**.

Email applications are encouraged. If you have any questions about the application process please contact Stephanie Calvert on 020 7383 3844.

Information for candidates

British Transport Police Authority

The Authority was established by the Railways and Transport Safety Act 2003 and became operational on 1 July 2004. The Authority's primary statutory purpose is to secure the maintenance of an efficient and effective police force for the railways in England, Scotland and Wales.

The Authority is comprised of 15 Members drawn from the key stakeholder groups, all appointed by the Secretary of State for Transport.

The 2003 Act sets out the statutory powers and responsibilities of the Authority, which are to:

- Secure the maintenance of an efficient and effective police force known as the British Transport Police
- Ensure the efficient and effective policing of the railways
- Appoint the Chief Constable, Deputy Chief Constable, Assistant Chief Constables and their staff equivalents
- Appoint the Chief Executive and Treasurer to the Authority
- Enter into Police Service Agreements with railway operators
- Employ police constables and civilian employees
- Regulate the government, administration and conditions of service of those employed by the Authority in the service of the police force
- Set a strategy for policing the railway
- Set objectives for the policing of the railway
- Issue an annual Railways Policing Plan
- Set the budget of expected income and expenditure for policing the railways each year, defray the expenses and recover the cost

The Authority is currently working with BTP to develop a refreshed Strategy for 2018-2021. The need for a major refresh reflects the significant changes in the external environment including but by no means limited to the changing face of the rail industry and stations in particular, devolution in both Scotland and nationally and counter terrorism.

British Transport Police

As the specialist police force for the railways, BTP faces all the accepted challenges of policing within a unique environment. The aim of the Authority and BTP is to provide a policing service which delivers a safe and secure railway which is free from disruption and fear of crime, and is one on which passengers can travel freely and freight is transported without interference. Ensuring the safety and security of the travelling public and rail staff and the rapid restoration of an operational transport network are at the heart of the BTP's business.

Key to understanding the management and direction of BTP, in contrast to Home Office forces and Police Scotland, is that BTP operates within a commercial environment. As such, understanding the needs and pressures facing the railway industry – including railway passengers, commercial railway operators and their employees – is crucial. Success requires effective partnership with the rail industry and other forces. Managing these partnerships is more than just explaining what the Authority and BTP will do. It is crucial that the views and expectations of the industry, passengers and other stakeholders are listened to, and accommodated wherever possible.

The rail industry is under significant funding pressures, and looks to the Authority and BTP to play their part in keeping costs down. Her Majesty's Government (HMG) has directed the rail industry to improve service reliability at the same time as catering for increasing levels of passenger and freight growth, delivering major infrastructure modernisation schemes, and making radical improvements in efficiency. As the dedicated and specialist railway police force, BTP has an important part to play in delivering this future vision for rail. BTP's activities in combating crime help reduce disruption to services and make the railway more attractive and safer for passengers and staff. As such, BTP can make a significant contribution to the industry's ambition for rail to become the transport mode of choice. However, the extent of the role depends on BTP continuing to demonstrate that it is the most effective and efficient body to exercise policing functions across the national network in both its statutory and non-statutory tasks.

The current Medium Term Financial Plan (MTFP) sets the direction to 2019 and commits to increases remaining within the Retail Price Index (RPI) envelope. BTP's 2017/18 annual gross revenue budget is £298.3 million. The BTP is funded by the freight and train operating companies, Network Rail, Transport for London and some smaller operators. The Executive Team is based at its headquarters in London but BTP itself covers the rail network throughout England, Wales and Scotland.

BTP currently has approximately 3000 officers, 300 specials, 1600 civilian staff and 300 Police Community Support Officers (PCSOs).

Equal opportunities

BTPA is an equal opportunities employer and is determined to ensure that:

- The workforce reflects the diverse community which it serves and that the working environment is free from any form of harassment, intimidation, bullying or victimisation;
- No job applicant or employee is treated more or less favourably on the grounds of gender, sexual orientation, age, marital status, race, colour, nationality, ethnic or national origins, creed, religion or disability;
- No job applicant or employee is disadvantaged by conditions or requirements which cannot be justified by the requirements of the job.

Data protection

Any data about you will be held in secure conditions with access restricted to those who need it in connection with dealing with your application and the selection process. Data may be used for the purposes of monitoring the effectiveness of the recruitment process but in these circumstances all data will be kept anonymous. The equal opportunities monitoring form is used for monitoring the selection process only. If you do not wish to have these details recorded please return the form uncompleted. If you are unsuccessful, personal details relating to your application will be destroyed after 6 months.

Pre-employment checks

The successful candidate will be subject to the satisfactory completion of pre-appointment enquiries including vetting, medical and references, before an appointment can be offered formally. The successful candidate will be required to sign a contract with the Authority before taking up appointment.

It is a requirement of the pre-employment checks that you have been resident in the UK for the last three years.

Travel costs

There are no arrangements for the reimbursement of travel costs.