

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:	Corporate Communications Manager	Current Grade:	B001
Department:	Corporate Communications	Area:	FHQ based in the regions
Reports To:	Head of Media Relations	No of Posts:	5
Level of vetting:	BV	Post Number:	TBC

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

Raise the profile of British Transport Police (BTP) with stakeholders and the public.

Provide BTP with senior strategic and tactical communications support, including traditional, social and digital media and stakeholder engagement by initiating and implementing innovative, proactive and reactive external communications plans and strategies.

To contribute to, and support, national communications objectives to produce a focused and effective strategy in consultation with Force Headquarters and other divisional colleagues in support of British Transport Police's strategic objectives.

Work in a fast-paced, environment to ensure sound judgment and decision making on matters likely to impact on the Force's reputation or external stakeholders and influencers.

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

Financial – Direct or Non-Direct

Non Direct

Staff Responsibilities – Direct or Non-Direct

Non Direct

Any Other Statistical Data

N/A

REWARD

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

To develop and deliver an overarching proactive communications strategy for the region, together with a yearly planner of opportunities around known events.

Media Relations

Promote British Transport Police (BTP) positively through traditional, social media and digital media.

Act as a specialist senior advisor on all aspects of media relations (traditional, social and digital) in the region.

Be responsible for developing and delivering proactive and reactive external media handling strategies and campaigns, and the regional roll-out of nationally led campaigns, to ensure the reputation of BTP in the region and Force is maintained - and enhanced – as well as contributing to the Force's strategic and Division's operational policing objectives.

Manage media relations (traditional, social and digital) activity during emergencies, major and critical incidents by giving accurate information in support of BTP policing operations and initiatives and give public reassurance.

Demonstrate excellent news sense, strategic judgment and the ability to manage ongoing incidents and emerging issues to promote operational and strategic priorities and protect the Force's reputation.

Develop and deliver, in conjunction with key stakeholders (including Train Operating Companies, Network Rail, other police forces, public sector and government) on initiatives and strategies which mutually promote the organisations as well as BTP's operational and strategic priorities and reputation.

Ensure timely, accurate and appropriate responses to national, regional, local, specialist, social and digital media enquiries and enquiries from key stakeholders working within appropriate legal guidelines.

Liaise with appropriate agencies, other police forces, public sector and government.

Ensure a coordinated and consistent media relations activity by working closely with and supporting Corporate Communications colleagues across the Force.

Social and Digital Media

Work with colleagues to develop and implement an effective innovative social and digital media strategy keeping it constantly under review in response to new channels and advice.

Effectively use digital and social media platforms to target and engage with audiences in the regions.

Work with colleagues to identify and implement innovative communication projects and initiatives that raise the profile of BTP through social and digital media.

Stakeholder Relations

Develop contacts and relationships with key stakeholders, influencers and external bodies.

Develop and manage strategies and tactics to influence key stakeholders, influencers and external bodies in order to deliver BTP objectives and priorities.

Liaise with local MPs, MSPs (as appropriate) and other elected representatives to ensure understanding of BTP and its activities and respond to their enquiries.

Build a positive image of BTP and increase public awareness and understanding of the Force, its vision and objectives.

Plan and direct regional communications activity using traditional, social and digital media and other marketing communication tools to assist with BTP's engagement with passengers, rail staff and the wider community.

Anticipate factors, identify and manage issues which may impact on the Force's reputation and advise senior officers accordingly in a highly-political environment.

Assist senior divisional officers manage and raise their profile and the profile of BTP in the region with key stakeholders and influencers.

Internal Communications

Be an intelligent customer of Internal Communications advising on local/regional viewpoints and stories of interest. Be a stakeholder to Internal Communications, sharing local stories about the region and its officers/staff, ensuring that Internal Communications understands its different internal audiences and their interests.

Work closely with FHQ colleagues to ensure the regional pages of the intranet are consistent, current and continually reviewed and updated.

Operational Support

Participate in the out of hours on call rota by responding, when required, to traditional, social and digital media enquiries and provide support to senior officers and control room staff out of normal office hours.

Proactively promote BTP operational activity in the region through traditional, social and digital media.

Ensure timely and appropriate responses to traditional, social and digital media enquiries.

For the Corporate Communications Manager based in Wales:

As Welsh Language Champion for the force, maintain a daily overview of all Welsh language matters, ensuring compliance with Welsh language legislation as well as BTP's own Welsh Language Scheme.

Work closely with BTP's Welsh language lead on all strategic matters.

Oversee and take responsibility for all BTP campaign and public-facing material with regards to Wales, ensuring due consideration is given to the requirement to plan bilingually and consider the need to show linguistic and cultural sensitivity within design.

Fully integrate with the Welsh Government on all matters relating to BTP's Welsh Government-funded Community Support Officers.

Represent the Force on the multi-agency working group of the Welsh Government's Police Liaison Unit.

Submit quarterly reports to the Welsh Government on behalf of BTP and act as a conduit between the Force and the Welsh Government on a range of issues.

REWARD

Represent BTP on the Police Forces' Welsh Language Working Group and jointly compile BTP's Welsh Language Monitoring Report, submitted annually to the Welsh Language Commissioner on behalf of the Chief Constable.

E. DECISION MAKING:

Make decisions

As a member of the department, the Corporate Communications Manager will be required to make decisions in relation to the direction and content of communications directly impacting on the reputation of the BTP in the region and Force.

As a senior adviser, the Corporate Communications Manager will be regularly required to make decisions on responses to a wide range of ongoing incidents and issues.

The Corporate Communications Manager will regularly make decisions on the content and look of strategic external communications.

When 'on call' they will be required to make significant decisions on behalf of the Force in order to protect its reputation.

Significant say in decisions

As a senior adviser, the Corporate Communications Manager will be a member of the senior leadership team in the region and have a significant say in decisions that affect regional communications policy and direction.

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

Internal

Daily contact with senior officers, officers and staff of all ranks, within the region and the Force.

External

Daily contact with senior rail industry partners, other police forces, public sector and government representatives, other key stakeholders and influencers.

Daily contact with journalists to provide responses and guidance on operational activity, initiatives and reputational issues and the gravitas to challenge media organisations at an Editor level when necessary.

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, History, Media, Marketing, Communications or similar professional qualification.

Experience:

Experience of developing and delivering effective traditional, social and digital media relations, stakeholder management and marketing communications plans, strategies and campaigns.

Experience as a corporate communications professional in a large organisation underpinned by performance.

Experience of working with national and local media.

Experience of managing reputational issues.

Considerable experience of crisis communications management and media relations during major or critical incidents.

Experience of building and maintaining excellent working relationships with the media and other stakeholders.

Skills:

Able to produce press releases, publications, other written content and electronic material to an extremely high standard.

An effective, innovative and creative verbal and non-verbal communicator.

Politically aware and astute.

Proven experience of effectively using digital and social media platforms in a work environment, to target and engage with audiences.

Ability to work in a busy press office environment.

Able to work as an individual or part of a team.

Able to work with minimum supervision.

Able to work on their own initiative.

Able to work to tight deadlines.

Ability to establish, build and maintain relationships with journalists, key stakeholders and influencers.

A strategic and practical thinker.

Excellent influencing and negotiating skills.

Flexible and willing to work outside normal office hours and travel throughout the country in the event of an incident, or in support of senior officers during operations and events.

Knowledge:

Understand media law and legal constraints and in relation to the release of information to the media.

Able to use social and digital media to its full potential to promote and benefit BTP.

Desired Criteria:

Qualifications and Training:

Experience:

Working in a politically-sensitive environment.

Producing publications.

Arranging visits and events.

Writing for an internal audience.

Skills:

Video production.

Experience of using Photoshop.

Experience of using InDesign.

Knowledge:

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.*

BTP is an emergency service, operating 24 hours a day 365 days a year, therefore applicants should be prepared to be flexible in their approach to working hours. This post holder would be expected to participate in the department's on-call rota.

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

- We keep people safe; putting victims, witnesses and the vulnerable first
- We focus on quality and trust our people to do the right thing, first time
- We're proud to be specialists providing leadership in difficult situations
- We find a way to make a difference every day
- We act with honesty, integrity and embrace the code of ethics in all we do

At all times the post holder is expected to abide by the [Code of Ethics](#)

I. AUTHORISATION DETAILS

Prepared By: Allison Potter-Drake

Date: 7 July 2016, updated
04 January 2019

Area Commander /FHQ
HoD: Allison Potter-Drake

Date: 7 July 2016

Evaluation Panel: Pauline Okirie

Date: 11 Jan 2019