

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:	Head of Internal Communications	Current Grade:	C002
Department:	People and Culture	Division:	A
Reports To:	Director of People and Culture	No of Posts:	1
Level of vetting:	MV	Post Number:	

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

The Head of Internal Communications will provide proactive leadership for the delivery of an internal communications strategy to secure effective relationships with internal stakeholders and collaboration in the delivery of BTP's strategy.

This is a key role where the Head of Internal Communications will be responsible for leading and implementing an internal communications strategy that promotes collaboration and improves employee engagement across the force. You will play an important role in transforming the way BTP communicates and engages with our dispersed workforce. Within the role you will be involved in multiple projects, partnering with and coaching our internal stakeholders to improve and enhance internal communications and engagement.

You will lead BTP to utilise multiple communication channels to drive transformation to deliver a sea change in improving employee awareness and understanding of the connection between their roles and our vision and values and to influence the organisational behaviours and culture to help us deliver that vision and connect with employees in sharing business information.

REWARD

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

Financial – Direct or Non-Direct

Direct: contributes to the effective deployment of the overall communications budget of c£55,000
Direct £150k effective deployment of the allocation of the transformation budget for internal comms

Staff Responsibilities – Direct or Non-Direct

4 direct reports – 1 x B4 Communications Lead, 3 x A6 – Communications Executive x2, Personal Assistant Non direct – lead activity to increase internal communications capability across the force

Any Other Statistical Data

None

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

- As Head of Internal Communications you will act as the force leader in internal communications:

Develop and deliver an internal communications strategy aimed at improving our employee's understanding of the connection between their roles and BTP's vision and values and how we behave towards one another. In this strategy you will understand the role that communications has in influencing organisational culture and employee engagement.

Advise, influence and challenge senior leaders and divisional commanders on internal communications initiatives, BTP's strategic approach - helping them to understand the impact of corporate internal communications messaging on our people.

Coaching leaders to deliver compelling and impactful communications style and on how to engage and build dialogue with their employees.

Lead effective internal partnerships across corporate comms, external stakeholder, BTPA and support services colleagues to build a successful and aligned communications approach for our people. Influencing when to launch external and internal initiatives.

Facilitate great working relationships with external partners such as Federation, staff associations to share knowledge, sense check our internal communications campaigns, gather feedback and work with their external comms teams to ensure an aligned and responsive comms approach.

Accountable for the strategic transformation of internal communications in BTP, which includes delivery of a new internal communications strategy and approach and a new channel matrix, utilising digital solutions to communicate effectively and build dialogue. This includes the delivery of a new intranet, internal social channel and events programme.

Facilitating a culture change within BTP by delivering effective two-way communications channels to build employee engagement and facilitate high-quality discussion. Championing change through effective communication strategies that help stakeholders understand the why and adopt new behaviours.

Lead on the evaluation of all corporate internal communications and employee engagement activity to demonstrate impact and audience engagement, using a range of techniques including surveys, polls, user stats, sentiment analysis and utilizing champion networks.

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Act upon analysis of the effectiveness of internal stakeholder engagement to inform current and future strategies

Oversee BTP's annual employee engagement survey, working with industry experts to communicate outcomes and determine action plans.

Managing a portfolio of internal communications plans and overseeing an editorial calendar of activities, helping to ensure effective deployment of campaigns and regular flow of effective news content through a variety of communication channels.

Advising the Chief Officer Group on strategic internal communications approach, advising on the most appropriate approaches and leading on the design and implementation of a COG's engagement and internal comms plans. Including the writing, creation and delivery of the Chief's internal messages.

Lead internal communication planning in response to crisis scenarios and provide timely advice to the Chief Constable, Chief Officer's Group and leaders.

Lead and direct as required the activities of project teams to ensure overall performance achieves the objectives of the communications strategy, ensuring internal communications delivery is consistent across BTP, issues are identified, addressed and all relevant measures are achieved to deliver against the wider vision.

Lead, develop and nurture a team of internal communicators, providing them with development opportunities and access to suitable training and external events.

Manage the internal communications budget for the Force, and lead on working with external agencies to deliver value for money.

Act as the internal communications expert for the Force, keeping up to date with industry trends, good working relationships with other government agencies, police forces and internal communications bodies.

E. DECISION MAKING:

Make decisions

Accountable for the implementation of a new channel matrix including a new intranet, email marketing system, social channel such as Yammer, events and facilitating COG level comms such as line manager calls and visits

Final decision point on all content published internally

Significant say in decisions

Significant input and direction into COG level internal comms approach and messages.

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

Internal

Chief Officer Group and Force Executive Board - regular, often daily, contact with the Chief Constable, DCC, Chief Officers, senior management teams
Programme teams
Divisional Commanders/ Head of Departments
BTPA
Federation – close working relationship on creating and measuring key messages to officer

External

Liaison with the Government Internal Communications professionals including other Police Forces
Contact with stakeholders
Managing agencies
Internal comms networks including as a speaker at industry events

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

Essential Criteria:

Qualifications

Masters in a related/complementary subject

IOIC level 6 Advanced Diploma of Proficiency in Internal Communications, or CIPR Advanced Certificate, or IABC Strategic Adviser or Melcrum Black Belt 2 or 3

Experience:

- Extensive experience in dedicated internal communications role(s) at a senior level in a large multi-disciplined organisation with a focus on regulatory provisions.
- Extensive experience of different communications media and of developing communications strategies.
- Demonstrable track record of developing and implementing creative solutions to the management of complex communication related problems.
- Demonstrable track record in building solid networks and working relationships with across varied disciplines.
- Demonstrable experience of leading innovation in communications, including using different channels to communicate with different audiences to captivate maximum engagement
- Experience leading the planning, development, delivery and measurement of internal communications that support cultural and organisational change within UK wide and unionised organisations.

Proven experience in constructively advising, influencing and challenging senior leaders about internal communications matters.

- Experience in supporting the development of engagement strategies, policies and initiatives which cross boundaries and support integrated working.
- Experience of articulating and embedding the benefits of change management methodologies in communications endeavours

Skills:

REWARD

- Proven ability to develop excellent relationships with people at all levels, from all backgrounds and irrespective of geographical distance to encourage stories, articles and ideas.
- First-class written and verbal communication skills with high attention to detail and good grammatical knowledge, as well as the ability to write in a variety of styles and to edit the contribution of others.
- Significant experience of influencing change within organisations and moving internal comms from a tactical support to a strategic partner
- Able to demonstrate strong leadership skills; bringing people from a range of disciplines together to achieve a common aim.
- Strategic experience in developing communications strategies and also working to maximise the impact of corporate strategies within organisations
- Able to demonstrate creative approaches to problem solving and delivery in different contexts
- Strong communication skills - verbal, written and presentation skills.
- Able to write clearly and concisely for a range of different channels and media
- Understanding of the role of internal communications in shaping and influencing organisational culture and how to maximise this
- Ability to manage digital platforms (including intranets and websites)
- Ability to successfully lead communications projects and campaigns with flair
- Formulates and communicates clear viewpoints on complicated issues, creating a concise and well-written narrative to express opinions and approaches.
- Strong project management skills and experience.
- Proficient in producing and drafting high quality documents for a senior audience.
- Ability to manage upwards as an experienced senior communications professional

Knowledge

You can demonstrate an understanding of behavioural insight, audience segmentation and a range of other methods to engage with an audience.

- 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.

I. AUTHORISATION DETAILS

Prepared By: Rachael Etebar

Date: April 2020

Evaluation Panel:

Date: