

Scotland Project Communications and Engagement Manager – Job Description

Post	Scotland Project Communications and Engagement Manager - 18 month FTC
Grade	B001
Reports to	Senior Scotland Project Manager

Role Purpose

Plans are now underway to manage the merge of British Transport Police's D Division (Scotland) into Police Scotland.

The devolution of railways policing in Scotland has significant implications for the British Transport Police and for the people who work for it. Both the British Transport Police Authority and the Force are committed to working with Scottish and UK Government, Police Service of Scotland and the Scottish Police Authority to deliver a smooth transition and to ensure there is no detriment to levels of service to the travelling public and rail industry.

Although, much of the preparatory work has been done, we are now at a critical point in the decision-making process across the whole programme to deliver handover by April 2019. The dedicated Scotland Project Engagement and Communications Manager will manage communications for the employee audience group consisting of approximately 280 police officers and staff and oversee staff engagement events, while keeping the rest of the Force updated with progress and developments. They will also be responsible for working with Police Scotland to manage and respond to external enquiries relating to Integration.

Based in Glasgow, the postholder will be responsible for creating and delivering communications relating to the programme, working under the direction of the Divisional Commander. They will liaise closely with internal communications colleagues and all associated project teams, establishing and maintaining excellent working relationships with key stakeholders in Scotland, England and Wales. Occasional travel to London will be necessary.

Accountabilities

1. Devise and successfully implement a high quality communications and engagement plan for a range of audiences - across all role levels- using varied channels, and measuring the impact of initiatives and engagements.
2. Ensure activities are aligned and coordinated with BTP and Police Scotland's corporate communication strategies and associated plans.

3. Plan, edit and write content for a variety of internal communication media (intranet, Facebook, Twitter, email bulletins, video blogs etc) for communicating with officers and staff internally.
4. Make day-to-day decisions on the change communications strategy and plans, appropriate content and suitable channels - consulting with senior command, departmental managers, programme leads, project managers and the Internal Communications Manager, as appropriate.
5. Represent the Force and Authority at meetings with delivery partners and agencies on workforce issues, including Police Scotland and the Scottish Police Authority.
6. Accountable for regularly reporting progress to the Scotland Project Board and providing guidance and assurance relating to communications.

Essential Skills & Experience:

Knowledge, skills and experience

Essential

1. A self-starter with a proven track record in communications and engagement, with proven experience in developing plans and content - to a high standard - to suit a variety of different audiences.
2. Change management – to be able to help audiences understand the overall story around the change and what it means for them individually and for the Force.
3. Great content writing and proofreading skills, with a friendly and informal tone of voice and able to come up with new, creative and bright ideas and different ways of doing things.
4. Ability to form outstanding working relationships with individuals at all levels across different organisations and influence those relationships to achieve goals.
5. Ability to manage multiple project-related tasks simultaneously and to work to deadlines.
6. Creative in approach with the ability to use a wide range of communication channels that enhance the design, tone and feel of messages and information.
7. Flexibility, self-motivation and personal drive with the ability to work without supervision, setting own priorities based on personal, departmental and organisational objectives.
8. Comfortable and confident in delivering information to, or obtaining details from senior colleagues.
9. Clear understanding of employee engagement and experience managing change programme communications within an internal environment.
10. Thorough understanding of the principles and benefits of internal communications and employee engagement with demonstrable knowledge of planning and delivery.

Qualifications

Comms related qualification (at degree level – i.e. CIPR / CIM or equivalent) and at least two years of experience gained within an integrated communications role.

Desirable

1. Experience/understanding of police service / public sector / rail