

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 Campaigns Manager	Current Grade:	B004
Department:	Corporate Communications	Area:	FHQ
Reports To:	Head of Corporate Communications	No of Posts:	1
Level of vetting:	BV	Post Number:	A101674

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

To support British Transport Police in achieving its strategic objectives by leading, directing and coordinating the delivery of integrated forcewide communications campaigns and activity.

Provide expert advice to BTP on the strategic management of high profile forcewide communications to support the force in achieving its strategic objectives and to raise its profile and enhance and protect its reputation.

Influence public behaviour and build BTP's reputation through national campaign activity.

Provide expert, strategic advice on communication handling during major incidents and crises and on reputational matters.

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

Financial – Direct or Non-Direct

On behalf of the Head of Communications manage the department's delegated non-staff budget on a day to day basis, ensuring it is used cost effectively and value for money is achieved.

Act as a reviewer and approver for Government Procurement Card payments, using the online approvals system.

Act as a reviewer and approver for departmental travel requests.

Staff Responsibilities – Direct or Non-Direct

Direct – management of the following posts:

- Creative Executive
- Digital Communications Officer
- Corporate Communications Support Officer
- Corporate Communications Manager – B Division
- Social Media and Web Communications Officer – B Division
- Communications and Engagement Officer – B Division
- Corporate Communications Manager – Midlands

Any Other Statistical Data

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

- Set the strategic direction for all integrated forcewide communications campaigns and activity.
- Plan, coordinate and maintain professional oversight of the implementation of multi-channel, integrated forcewide communications campaigns and activity aimed at changing behaviour and perceptions; evaluate effectiveness, ensuring lessons learned are shared with colleagues and taken into consideration in future communications campaigns activity.
- Responsible for all aspects of quality assuring forcewide communications campaigns and activity, including publications, content across communications channels and brand guardianship and control.
- Lead, direct and coordinate a team of communications specialists to deliver integrated forcewide communications campaigns and activity on time and budget, and provide support for forcewide events, including awards ceremonies and exhibitions.
- Provide expert advice to a team of Corporate Communication Managers to support them in delivering and evaluating locally-focused communications campaigns activity that supports strategic objectives and influences public behaviour and opinions.
- Overall responsibility for BTP's social media policy and digital communications strategy. Provide expert advice to colleagues in Corporate Communications, Chief Officers, Divisional and Sub-divisional Commanders, and Neighbourhood Policing and specialist teams on conducting themselves online on behalf of BTP and maximising engagement opportunities. Provide expert advice to BTP on best practice, opportunities, threats and changes in the social and digital media landscape and recommend strategies to help BTP exploit and manage these.
- Overall responsibility for BTP's brand guidelines and brand guardianship.
- Overall responsibility for ensuring campaign assets are available for frontline teams when required.
- Responsible for overseeing a roster of external suppliers, managing the force's relationship with them and carrying out regular reviews to ensure quality of service and value for money.
- Responsible for the overall delivery of a number of corporate publications annually, including but not limited to the annual report, policing plans, public consultation and rail staff survey.
- Build and maintain positive working relationships with counterparts at key partner and stakeholder organisations, representing BTP and influencing strategic decision-making at a senior level.
- Represent BTP and play an active role at a national level to ensure public-facing communications about priority issues are coordinated effectively, including but not limited to counter terrorism and rail network security.
- Represent BTP, influencing and playing an active role, in various rail and policing industry communications forums, as required.
- Represent the department, influencing and playing an active role, at internal boards and meetings, as required.
- Devise and deliver in-house training, and source appropriate external training where required, to provide the team with specialist communications knowledge and skills to support them in their roles.
- On behalf of the Head of Communications manage the department's delegated non-staff budget on a day to day basis.
- Maintain expert knowledge of legislative issues relating to aspects of media law and web-based technologies and ensure legal and quality procedures are followed.
- Manage, develop and mentor direct reports and carry out performance reviews in line with BTP policy.
- Responsible for approving and managing all direct report absences, such as annual leave and sickness, in line with BTP policy.
- Maintain accurate records of work and recommendations in accordance with BTP policy.
- Promote and comply with BTP's policies on Diversity and Health and Safety in the delivery of service

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and treatment of others.

E. DECISION MAKING:

Make decisions

On behalf of the Force must be able to make sound decisions on own initiative and take responsibility for those decisions. The post holder will be able to make key strategic and operational decisions and be responsible for briefing, advising and managing reputational risk and crisis communications where applicable.

Must be confident to make decisions on behalf of the Head of Corporate Communications in their absence.

Significant say in decisions

The post holder will have significant say in decisions on behalf of the department and the Force.

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

Internal

- Continuous contact and interaction with fellow members of Corporate Communications
- Frequent contact and liaison with BTP officers and support staff at all levels, including direct contact in an advisory capacity with Chief Officers and senior police staff
- Frequent contact and liaison with First Contact Centre and Force Control Room, Finance, Procurement, ICT and Human Resources

External

- Frequent contact and liaison with key external stakeholders, including but not limited to, British Transport Police Authority (BTPA), Department for Transport (DfT), Rail Delivery Group (RDG), Network Rail and train operating companies, National Counter Terrorism Policing (NCTPHQ), National Police Chiefs' Council (NPCC), other police forces and transport authorities, regional mayors' offices, charities and partner organisations
- Daily contact with external service providers, including communications and design agencies, print suppliers, photographers and translators
- Regular contact and interaction with members of the public

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, Journalism or similar professional qualification or relevant equivalent experience

Post-graduate qualification in relevant subject or significant relevant experience at this level

Experience

- Proven experience of leading and directing communications specialists across disciplines
- Proven experience of planning, delivering and evaluating integrated communications strategies for a large and complex organisation on time and on budget
- Providing strategic communications advice at a senior level
- Building and maintaining excellent working relationships with multiple partners and stakeholders and acting as a representative at a senior level
- Proven experience of commissioning and managing external design and communications agencies
- Demonstrable ability to exercise sound editorial judgement and brand guardianship
- Proven experience of crisis communications management and managing reputational issues
- Managing, developing and mentoring staff and building an effective team
- Ability to chair meetings and delegate actions

Skills

- Ability to influence, persuade and negotiate, demonstrating gravitas and establishing credibility when giving advice and guidance at all levels of the organisation
- Ability to build positive working relationships internally and externally at all levels
- Ability to work as part of a team and under own initiative
- Excellent organisational, planning, project management and time management skills, with the ability to work on several projects at once, often to conflicting deadlines
- Ability to remain calm and composed, and provide leadership and sound advice, in challenging situations
- Flexible and dynamic approach to working in a high pressure environment to challenging deadlines
- High degree of social media and web literacy – professional use of social media channels and management software and analytics, and professional management of a website using a content management system
- Excellent writing, editing and proofreading skills, with a high degree of accuracy and attention to detail, with the ability to present complex information in concise and plain English
- A creative and strategic thinker
- Politically astute
- Willing to work outside of normal office hours and travel throughout the country in the event of a major incident, or in support of senior officers when required

Knowledge

- Good knowledge of Microsoft Office including Word, Excel, PowerPoint and Outlook
- Good understanding of current developments in branding, design, marketing, social and digital media
- Good understanding of how to write for different audiences
- Good knowledge and understanding of evaluation techniques and how to measure effectiveness
- Exceptional news judgement and understanding of what makes a good story
- Sound knowledge of legislation which impacts upon media coverage, criminal justice procedures and web-based communications
- Understanding of Data Protection and Freedom of Information constraints

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Desired Criteria**Qualifications and Training**

N/A

Experience

- Understanding or experience of communications activity within the police service or another aspect of public sector life
- Experience of working with local, regional and national media
- Experience of being on call for a large and complex organisation
- Experience of delivering training in effective communications
- Experience of using Adobe Creative Suite to produce digital content

Skills

- Ability to use online content management systems

Knowledge

- Extensive knowledge and experience of a wide range of traditional and social and digital media platforms, including the production of video.
- Knowledge of the law affecting communications activity, including Magistrates Courts Act, Contempt of Court Act, Children and Young Persons Act and Sexual Offences Act
- Knowledge of or an interest in the policing or railway sectors
- Knowledge of the geography of England, Wales and Scotland

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:	Joanne Hall	Date:	13/02/18
Area Commander /FHQ	Allison Potter-Drake	Date:	13/02/18
HoD:		Date:	
Evaluation:	Emma Norman	Date:	13/02/18

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