

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 (B Division – London, South & East of England)	Current Grade:	B001
Department:	Corporate Communications (Media & Marketing)	Area:	B Division – London, South & East of England
Reports To:	National Campaigns Manager	No of Posts:	1
Level of vetting:	BV	Post Number:	B102116

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's B Division with senior strategic and tactical communications support, including traditional and social and digital media and stakeholder engagement by initiating and implementing innovative, proactive and reactive external communications plans, strategies and campaigns.

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 vision.

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

Work in collaboration in line with the Force's VITAL behaviours.

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

Financial – Direct or Non-Direct

Direct – B Division's communications budget (£70k)

Staff Responsibilities – Direct or Non-Direct

Direct - a Stakeholder Communications Officer (A006) and a Social Media, Web Editor & Communications Officer (A006)

Non-Direct – a Press Officer (A006) and an Internal Communications Officer (A006)

Any Other Statistical Data

N/A

REWARD

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

To lead, 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 the media and social media.

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

Be responsible for leading, developing and overseeing the delivery of multi-channelled communication campaigns and strategies to ensure the reputation of the Division and Force is maintained - and enhanced – as well as contributing to the Force's strategic and Division's operational policing objectives.

Lead and manage media relations (traditional, social and digital) activity whilst 'on call' and during emergencies and 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.

Lead, develop and deliver, in conjunction with key stakeholders (including Transport for London, the Mayor of London's office, 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.

When appropriate, work closely with the National Media Relations Manager and Newsdesk colleagues to 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.

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.

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

Stakeholder Relations

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

Lead, 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 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 communication activity using traditional media, 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 the Division with key stakeholders and influencers.

Internal Communications

When required support, advise and assist Internal Communication colleagues in devising and implementing internal communications strategies that ensure BTP staff and officers are regularly informed and engaged in initiatives and objectives using a range of media.

When required assist in the production of collateral including publications and electronic materials to convey strategic messaging to officers and staff in line with corporate messaging and objectives.

Work closely with Corporate Communication colleagues to ensure the Force intranet, website and other means of communications to officers and staff 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.

Oversee the traditional, social and digital media handling in support of divisional operational activity.

Proactively direct and manage the promoting of divisional operational activity through traditional, social and digital media.

Working with Corporate Communication colleagues, oversee timely and appropriate responses to traditional, social and digital media enquiries.

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 divisional corporate communications directly impacting on the reputation of the Division 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 and internal communications.

When 'on call' 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 part of the Senior Management Team and have a significant say in decisions that affect divisional 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 Division and the Force.

External

Daily contact with senior rail industry partners, other police forces, government representatives, other key stakeholders and influencers – in particular with senior officials from the Metropolitan Police, City of London Police, Train Operating Companies, Transport for London and the Mayor of London's office.

Contact with journalists to provide responses and guidance on operational activity, initiatives and reputational issues in particular when 'on-call' 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.

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:

Management of staff.

Working in a politically-sensitive environment.

Producing publications.

Writing speeches and arranging visits and events.

Writing for an internal audience.

Devising and implementing internal communication plans and strategies.

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.*

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

Value-adding

- Bring financial rigour to the work we do.
- Entrepreneurial in the way seeking out new opportunities.
- Maximise value and minimise waste.

Innovative

- Love to pioneer new methods and technologies.
- Continually look for better ways to deliver.
- Not be risk averse and always learn from mistakes.

Teamwork

- Non-territorial; always happy to learn from - and share - best practice.
- Be open and transparent in actions and decisions.
- Work hand in hand with industry partners to achieve the best results.
- Listen carefully and respect the views of others.

Active

- Focus on delivering a great service to customers and the travelling public.
- Focus on preventing and pre-empting crime wherever possible.
- Make decisions swiftly and objectively, using evidence and professional judgement.
- Act selflessly, always in the best interests of customers and of society in general.

Leaders

- Demonstrate honesty, integrity and leadership by setting the example.
- Develop, support and empower people.
- Be relied upon to take responsibility for actions and decisions.
- Support the decisions others make.
- Lead on - and promote - diversity and inclusion.

I. AUTHORISATION DETAILS

Prepared By: Allison Potter-Drake

Date: 7 July 2016

Area Commander /FHQ
HoD: Allison Potter-Drake

Date: 7 July 2016

Evaluation Panel:

Date: