

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:	Change Communications Manager	Current Grade:	B004
Department:	Corporate Communications	Area:	A Division
Reports To:	Head of Corporate Communications	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*

Reporting to the Head of Corporate Communications and working closely with the change programme and project teams, provide and manage an effective and professional communications service to enable the delivery of BTP's business and operational change programme.

Develop and instigate an internal and external communications campaigns strategy for the implementation of the change programme, using effective and innovative communication channels with officers and staff and, where appropriate, stakeholders including the British Transport Police Authority, government Ministers and officials and the rail industry and advise at a senior level on all communication issues.

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

Financial – Direct or Non-Direct

Although no direct financial responsibility, the post holder will have the skills to make cost effective procurement proposals and bid for additional communication resources, for example events, roadshows and creative communication products etc.

Staff Responsibilities – Direct or Non-Direct

Although no direct reports, the post holder will be equipped with leadership and persuasion skills to gain the buy-in of communication colleagues to assist with delivery.

Any Other Statistical Data

REWARD

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

Accountable for and lead on the development and delivery of BTP's change programme communication strategy and action plan (internal and external) - so that staff, partners and other stakeholders receive accurate and timely information about the various change programmes and their developments and buy-into the aims and objectives.

Responsible for ensuring there are effective channels of communication for staff and stakeholder engagement in both design and delivery phases, to manage and maintain the reputation of the programme and support the successful delivery of this significant business and operational change.

Identify any potential reputational risks to the portfolio and BTP in respect of likely adverse media and social media coverage and raise these with Corporate Communication and programme colleagues, so that any areas of concern can be quickly addressed.

Keep the strategy and communication action plan under constant review to ensure congruence with other programmes of work within BTP.

Ensure that communication links and strong relationships are developed with programme and projects teams, divisions and departments, BTPA and other relevant stakeholders.

Ensure effective communication with BTP officers and staff using a variety of innovative methods, including behavioural science, which will generate feedback to engender effective two-way communications.

Develop and implement a robust audit based approach, ensuring feedback and measures of success are evidenced and shared with the Head of Corporate Communications, programme lead and where appropriate the Chief Officer Group.

Plan and organise internal and external communications and communication/engagement events that will support the effective delivery and cultural change required for the change programme including roadshows.

Develop and maintain an effective digital and social media presence (eg Web, intranet and Microsoft Teams etc) for the programme.

Lead, advise, guide and assist the programme and project teams in initiating and implementing their own targeted communication plans in line with the programme's overarching strategy (eg producing self-help communications templates and toolkits).

Conduct research and evaluation of communication activity to ensure objectives are met and value for money is obtained.

Effectively liaise with external contractors (eg design agencies and photographers) as required.

E. DECISION MAKING:

Make decisions

The post holder will be expected to act on their own initiative, working closely with the change programme, project and departmental leads, chief officers and divisional management teams to continue to develop and adapt the communications and engagement strategies to meet ongoing priorities.

They will be responsible for advising senior staff on the best strategic and tactical approach to change communications including shaping key core message development.

The post holding will be able to make appropriate key strategic and operational decisions to meet the programme and corporate objectives, and comply with all governance, risk and assurance policy practice.

They will be responsible for briefing, advising and working on managing reputational risk and crisis communications where applicable and will need to keep the change programme, Head of Corporate Communications, programme leads, Chief Officers, BTPA and key stakeholders informed of important developments that may be of media/public risk.

The post holder will play a significant part in planning, delivering and communicating the messaging around the change management processes required to effectively implement the change programme and business changes.

Significant say in decisions

The post holder will have significant decisions.

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

They will have the gravitas to influence and work with people at a senior and Chief Officer Group level.

The very nature of this role means the post holder must have communication skills of the very highest order as their role will entail significant two-way communications with a variety of stakeholders as laid out below:

Internal

Chief Officer Group
BTPA
Divisional Commanders
Police officers (all ranks)
Police staff (all grades)
Superintendents Association
Federation
TSSA
Staff Associations

External

Train and Freight Operating Companies
Transport for London
Network Rail
Rail staff
Local and central government departments
Welsh Assembly
Scottish Executive
Rail Delivery Group
Her Majesty's Inspectorate of Constabulary
National Police Chiefs Council

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

Essential Criteria:

Qualifications and Training:

Graduate or equivalent

Post-graduate qualification in relevant subject or compensating work experience in a relevant marketing/communications or business related field

Experience:

Significant and demonstrated experience and expertise in leading, developing and delivering communication campaign strategies in support of a large and complex business change programme.

Demonstrate experience in successfully gaining employee buy-in to a major organisational change programme and a track record in delivering clear and consistent communications and engagement strategies.

Managing external affairs and reputational issues for a national organisation.

Proven record of managing and building solid professional relationships (internally and externally), to gain support and get the best out of people at all levels.

Experience of operating and advising at an executive level.

Skills:

Excellent written and interpersonal communication skills including writing reports and business writing skills; demonstrating an ability to communicate at a senior level - to a range of people and organisations appropriately.

Ability to generate significant engagement with various key audiences and negotiate with stakeholders. It is essential to have the ability to build excellent working relationships with outstanding influencing and diplomacy skills.

Ability to work flexibly, efficiently and lead in a fast paced environment.

High degree of personal resilience and integrity - with the ability to work under pressure whilst maintaining excellent judgement - to keep projects and partner relations on track, taking account of changing and competing priorities.

Knowledge:

Understanding of the rail and/or policing sectors.

Desired Criteria:

Qualifications and Training:

Membership of relevant professional body

Chartered Management Institute (CMI) / Chartered Institute of Marketing (CIM) / Institute of Internal Communications (IoIC) to at least level 5

Project Management qualification e.g. Prince 2

Experience:

Skills:

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.*

This is an important role in terms of supporting the successful delivery of significant operational and business change within BTP. It is critical to the Force that the implementation of this change happens effectively, with the minimum impact on morale, performance and stakeholder relationships. This role will be fundamental in managing the communication and messaging throughout and into 'business as usual'.

The development, implementation and management of an effective communications strategy will be complex, with a variety of internal and external stakeholders' expectations and perceptions to manage nationally. With limited resources available to the post holder, their organisational skills will need to be of the highest order.

I. AUTHORISATION DETAILS

Prepared By: Allison Potter-Drake

Date: 13 October 2017

Area Commander /FHQ
HoD: Allison Potter-Drake

Date: 13 October 2017

Evaluation Panel: Emma Norman

Date: 9 November 2017

REWARD