

## 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:	C001
Department:	People and Culture	Area:	A Division
Reports To:	Director of People and Culture	No of Posts:	1
Level of vetting:		Post Number:	

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

The British Transport Police's vision is to keep the railways across England, Wales and Scotland safe and protect people from crime. We are currently in the midst of a change and transformation programme called BTP2021; the purpose of which is to modernise our organisation and ensure we are fit to provide the specialist policing service the rail industry and public relies on well in to the future. We are looking for an experienced internal communicator to lead the internal communications function, 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.

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

#### Financial – Direct or Non-Direct

#### Staff Responsibilities – Direct or Non-Direct

2 Direct reports (A006)

#### Any Other Statistical Data

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

- You will have a real passion for providing a first class internal communications service, always looking for new innovative ways to reach out to your audience.
- You will 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.
- You will be able to build great relationships with our leaders and the External Communications team in order to constructively advise, influence and challenge senior leaders/Divisional Commanders on internal communications initiatives and on BTP's strategic approach, helping them to understand the impact of corporate internal communications messaging on our people.
- You will be able to coach leaders on their communication style and on how to engage and build dialogue with employees.
- You will establish and enhance two-way communications channels to build employee

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engagement with BTP2021 and facilitate high-quality discussion.

- You will lead internal communication planning and provide timely advice to the Chief Constable, Chief Officer's Group and leaders in response to crisis scenarios.
- You will be conscious of accessibility of your audience, for example our Police Officers on patrol may be reading your messages on mobile devices on busy trains or station platforms.
- You will help the organisation to move away from 'sticking stuff up' on the intranet, to using a wide range of channels, audience insight, audience segmentation and behaviour change theory to adopt the most effective communications channels and techniques to communicate and equally as important, to listen.
- You will help instill a new less formal, warm and human style in how we communicate with our people, including storytelling and blogging.
- You will lead the design and introduction of a new intranet.
- You will evaluate all internal communications activities to demonstrate impact and audience engagement.
- You will lead, coach and develop the internal communications team of two to ensure a high quality service is provided

**E. DECISION MAKING:  
Make decisions**

**Significant say in decisions**

**F. CONTACT WITH OTHERS:** *The frequent contacts the post holder has with others and for what purpose*  
**Internal**  
**Contact with departments across BTP, all divisions and with staff and officers of all levels, including senior management.**

**External**

**Liaison with the Government Internal Communications profession and occasional contact with stakeholders.**

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

**Essential Criteria:**

**Experience:**

You are able to demonstrate:

- Extensive experience in dedicated internal communications role(s) at a senior level.
- 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.
- 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.
- You will be a natural communicator, able to communicate at a high level both orally and in writing; enabling you to quickly and comfortably translate complex information and key strategic messages into plain English, engaging and inclusive messages for all to understand. You will also be able to coach those who contribute stories and blogs in how to engage with their audience.
- You can demonstrate an understanding of behavioural insight, audience segmentation and a range of other methods to engage with your audience.

**Skills and Qualifications:**

- 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.
- You will be able to evidence use project or programme management techniques to manage campaigns.
- You will possess one of the following: IOIC Diploma of Proficiency in Internal Communications, or CIPR Advanced Certificate, or IABC Strategic Adviser or Melcrum Black Belt 2 or 3.

**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 and on occasion to meet our people to write their stories.

**I. AUTHORISATION DETAILS**

Prepared By: Rachael

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Evaluation Panel:

Date: January 2019

Date: 11/01/2019

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