

## Role Profile

### Communications & Engagement Manager

#### Grade: PO6-9

#### **CONTEXT:**

The Police, Fire and Crime Commissioner (PFCC) appoints statutory and non-statutory officers to the Office of the Police, Fire and Crime Commissioner (OPFCC) to ensure that the powers and duties of the PFCC are carried out efficiently and effectively. Alongside the PFCC, the OPFCC ensures that the Commissioner's strategic programme for policing and crime is carried into effect – providing, commissioning and overseeing services which meet the objectives, priorities and outcomes set out in the Police & Crime Plan and the Fire & Rescue Plan.

The OPFCC ensures that the PFCC has full executive and professional support in carrying out his or her duties and responsibilities comprehensively and lawfully. OPFCC staff report to the Chief Executive as Head of Paid Service. In addition to providing and supporting the roles of Monitoring Officer and Chief Finance Officer, the OPFCC undertakes a wide range of functions of the PFCC via a scheme of delegated powers, supporting and as necessary representing the PFCC in carrying out all aspects of his or her public, service provision, scrutiny and governance roles.

#### **SCOPE:**

As Communications and Engagement Manager, you will provide strategic and day-to-day support to the OPFCC for communications and engagement across a range of channels – traditional and digital. You will need to be innovative, experienced and happy to work in a fast-paced, dynamic environment.

Responsibilities will include multi-channel copywriting, media liaison, political and executive stakeholder engagement, development of communication plans and implementation of communications strategy, as well as analysis of impact of communications and engagement activity.

You will work as part of a small team closely alongside the Police, Fire and Crime Commissioner, Chief Executive and their team to develop and deliver the local link between communities and the office. You will be expected to deliver high quality products yourself as the most senior practitioner, but also you will line manage, develop and be supported by a Media Officer and Community Engagement Officer.

The purpose of the Office of the Police, Fire and Crime Commissioner's Communications and Engagement Team is to use all relevant marketing and communications channels to ensure the public, stakeholders and

organisations across North Yorkshire and York are aware, engaged with and understand the work of the Commissioner on behalf of the public - and are engaged with his Police & Crime Plan and Fire & Rescue Plan.

#### **MAIN RESPONSIBILITIES:**

To lead the Communications and Engagement team, and use the skills of the Media Officer and Community Engagement Officer, to best provide the following:

- **Developing and implementing communications plans** – Design and embed communications plans, including long and short-term campaigns, working under and delivering against the wider communications strategy. Evaluate and analyse their impact and ensure they are updated dynamically to meet changing needs, priorities and situations.
- **Media liaison** – Respond to/request support to respond to on-the-day press enquiries, including occasionally responding to out-of-hours requests as necessary. Liaising with North Yorkshire Police media colleagues where necessary. Dealing with questions and requests efficiently and professionally.
- **Copywriting and creative/video products** – Create accurate and effective copy in plain English to be used for different audiences and different channels, including press releases, statements, and video/other creative media – as well as briefings and updates for stakeholders with input from subject matter leads within the OPFCC.
- **Identifying external opportunities** – Work with other senior staff and advisors in the OPFCC, Commissioning and Partnerships team, and across the service, to support the Commissioner in their national roles and monitor national and local news to proactively identify stories and issues on which they may wish to comment; to include proactive engagement with the local, regional and national media.
- **Internal communications** – Ensure that all members of the OPFCC are aware of communications activity, have an opportunity to input and share their views and take these into account within the communications strategy. Ensure key messages are consistently being used by the team and shared with other stakeholders and the wider public.
- **Digital communications** – Update the website and social media channels in a timely and engaging manner both to ensure positive communications with the public and the fulfilment of statutory responsibilities. To include the completion of monthly content plans and ongoing monitoring and evaluation of content delivered via the website and social media channels and ability to validate its

editorial integrity. Driving innovation in the use of digital communications, in recognition of the prominence of online and social media channels.

- **Stakeholder and public engagement** – Ensure that communication happens on a regular basis with key stakeholders identified by the OPFCC, including the public and our partner agencies. Responsibility to ensure the implementation and delivery of the Communications and Engagement strategy and plan takes place.
- **Analysis of impact** – Responsibility for producing regular media coverage reports and corporate communications evaluation reports using existing templates.

**The Communications & Engagement Manager will have responsibility for the following documents which the OPFCC should have in place:**

- Communications & Engagement Strategy & Plan
- Communications Calendar/Forward Plan/Matrix
- Monthly Communications & Engagement Analysis
- Monthly Digital Engagement Overview.

*This job description indicates the key responsibilities of the post and does not restrict the post holder from performing other duties commensurate with the grade of post.*

**SPECIAL CONDITIONS:**

- This post requires MV security vetting
- The post will occasionally be required to work out of hours
- The role will require occasional travel to meetings and conferences inside and outside North Yorkshire
- Please note this is a politically restricted role.

**SKILLS, EXPERIENCE & QUALIFICATIONS:**

**Essential:**

- This is a communications role, so the post-holder is expected to have a very high standard of written English, including an appropriate appreciation of tone and language style
- Experience of project management and fulfilment in a communications context
- Skills in forming constructive working relationships with colleagues at all levels
- Ability to use negotiating and persuasion skills to resolve issues
- Ability to work with detailed information and produce accurate and well-presented documents/reports, occasionally with limitations in respect of available information and time
- Ability to work to tight deadlines and juggle competing priorities
- Excellent organisation and administrative skills
- Professional, diplomatic manner and customer-service focus.

**Desirable:**

- An up-to-date knowledge of best practice in communications and engagement from across different sectors and areas
- Practical hands-on knowledge of applying media law
- Knowledge of website content management systems and social media scheduling and engagement services, such as HootSuite
- Experience in the consistent application and enforcement of brand identity
- Experience of the public sector service environment.
- Experience of line management and/or leading and motivating a team
- A demonstrable track record in media/digital media/effective public engagement.
- Membership of a recognised professional association such as CIPR or similar.