

Job Description

Post:	Head of Communications and Engagement
Salary:	£57,831
Location:	Police Headquarters, Martlesham Heath, Suffolk, IP5 3QS
Reporting to:	Chief Executive

ACTIVITIES AND RESPONSIBILITIES OF THE POST

1. Principal purpose of the role

To deliver communications and engagement between the Police and Crime Commissioner (PCC) and stakeholders, including communities, partners, elected representatives, the media, officers and staff.

2. Main activities of the role *(This list is not exhaustive)*

- To lead on the implementation/delivery of an internal and external facing news and PR service for the PCC. This will include issuing information about PCC activities and initiatives, generating positive media coverage and internal awareness.
- To develop and implement communications strategies that support the strategic priorities of the PCC as set out in Suffolk's Police and Crime Plan, and protect and enhance the reputation of the PCC.
- As a member of the senior management team, work with the Chief Executive to support and direct the wider OPCC team
- To develop plans as required for the delivery of countywide and local public awareness and marketing campaigns.
- To review on a regular basis all PCC internal and external communications channels to ensure they are appropriate and fit for purpose.
- To find opportunities to forge relationships and to work collaboratively to deliver products and services in the most cost-effective way.

- To develop with other public sector agencies and other relevant organisations, a multi-agency approach to communications in appropriate circumstances.
- To provide specialist communications advice to the PCC and OPCC officers.
- To brief, agree messages with, and prepare the PCC for media interviews.
- To develop and enhance constructive working relationships between the PCC and key stakeholders.
- To oversee the provision of media liaison training for the PCC and OPCC officers to enable them to undertake activity that enhances the delivery of media/PR services.
- To respond to and manage local, regional and national media enquiries.
- To prepare communications for planned events and publications.
- To develop, write and draft the PCC's annual report and other documents as required.
- To advise and deliver on corporate branding and external marketing activity.
- To develop methods of working that are efficient and effective and maximise the available communications resources within the Office of the Police and Crime Commissioner.
- To ensure the ongoing development, updating and maintenance of the PCC website.
- To line manage the Communications Officer.
- To oversee correspondence into the office, ensure the PCC is aware of any issues raised and responses reflect their views.
- To maintain administrative records, systems and audit trails to ensure communications are consistent, corporate and contemporaneous as well as commensurate with the roles, responsibilities and obligations of the PCC.
- To represent the Police and Crime Commissioner at strategically important meetings and events as required.

- To undertake any other duties that are requested from time to time by the Chief Executive.
- To be able to travel as appropriate to support the delivery of the communications function for the Office of the PCC.

3. Special conditions/Points to note

- (i) The purpose of this job description is to indicate the general level of the duties and responsibility of the role. The duties may vary from time to time without changing the general character of the role or the levels of responsibilities.
- (ii) Conditions of Service will be in accordance with the national agreement negotiated by the Police Staff Council and other relevant locally agreed policies and procedures.
- (iii) The holder of this role will work to the Police Code of Ethics, a national code of practice, which defines core policing values and the standards of behaviour for everyone who works in policing.