

 <div>HR Services putting people first</div>	<div>HUMBERSIDE POLICE</div> <div>Role Requirement</div>		Objective Analysis: 10h
			Post No: Various
Position Title: Corporate Communications Manager (1x Media and Social Media and 1x Internal, Digital & Publishing)	Grade: MP5	Vetting Level: SC	
Overall Purpose of the role: To provide active support to the Head of Communications to effectively plan, implement, manage and monitor the Corporate Communications Agenda on a daily basis, in accordance with budgetary parameters, specified timescales, best professional communications practice/principles and the aims and ambitions of the Force.			
Generic Roles/Tasks		Specific Roles/Tasks	
<p>Assist Head of Communications in effectively managing the reputation of the force through:</p> <ul style="list-style-type: none">Identifying and assessing risk to reputation and providing strategies and plans to manage the risk.Proactively seeking opportunities to explain and promote the work of the force with external partners and stakeholders in order to increase public trust and policing by consent.Managing and overseeing the day to day work of the corporate communications team, providing guidance, coaching and a steer to the team on tactical and operational issues.Offer tactical communications and reputation advice to the business and senior officers. <p>Assist the Head of Communications in reviewing and delivering the communications & engagement strategy in line with the business plan.</p> <p>Offer strategic advice on corporate communications to the senior management team.</p> <p>Manage elements of the corporate communications budget in line with force</p>		<p>Internal, digital and publishing Lead on the strategy and delivery in the following professional areas of responsibility:</p> <ul style="list-style-type: none">Digital strategy and action plan including corporate website.Internal Communications Strategy and action plan.Corporate Branding and Tone of Voice.Editing, design and print for all corporate publishing.Advise on key internal projects including change management communications. <p>Media Lead on the strategy and delivery in the following professional areas of responsibility:</p> <ul style="list-style-type: none">Media strategy and action plan.Social media strategy and action plan.High profile reputational risk issues management.Evaluation and measurement of reputation and legitimacy.Media training, coaching and spokesperson support and development.Advise on key projects including change management communications.	

<p>priorities and processes</p> <p>Develop key individuals within the team and assist the Head of Communications to engender a can do culture within the team which values creativity, innovation, problem solving and personal responsibility.</p> <p>Lead the Communications team in embedding social media into the heart of internal and external communications</p> <p>Take a lead in proactively managing key relationships with journalists, partner organisations and internal stakeholders</p> <p>Manage the delivery of the Corporate Communications change programme and continuous improvement programme, including planning, implementation and subsequent monitoring, and ensures that budgets and timescales are adhered to and that best practice project management principles and techniques are adopted throughout the project lifecycle.</p>	
Responsibility	Decision Making
<p>The implementation of internal and external communications within specified timescales to a high standard.</p> <p>The monitoring of financial and HR implications in relation to the corporate communications team.</p> <p>Whilst actively influencing business change the post holder is responsible for meeting the needs and expectation of individuals by providing appropriate help and advice, taking all concerns seriously and explaining what will be done to address them, including whether or not any further actions will be taken and why.</p> <p>Ensuring that reputation risks to the Force that may affect its ability to provide business as usual now or in the future are identified and escalated to their line manager at the earliest opportunity.</p> <p>Responsible for using the NDM and THRIVE model in all actions undertaken.</p> <p>As a member of Humberside Police you will accord with the Standards of Professional Behaviour, as outlined in the Code of Ethics, at all times.</p>	<p>The post holder will be required to make operational decisions relating to the day to day planning, implementation and monitoring of the corporate communications, including the day to day deployment of resources and task allocation and monitoring of financial and HR implications.</p> <p>A high level of professional judgement, initiative and knowledge of reputation management and corporate communications will be required in order to deliver an effective service to the force.</p> <p>Some decisions will be made with the Head of Communications, but the role holder is required to challenge and actively contribute to decision making on behalf of the Corporate Communications Department and the wider force.</p>
	Additional Information
	<p>The post at holder must be flexible to meet the demands of the role which may involve working other locations and outside the force area.</p> <p>Dimensions of role: Contributory budgetary responsibility approx. £380K as a team leader within the media and communications sphere.</p>

<p>You will recognise the responsibilities of your role and act lawfully in the public interest. Your conduct will encourage others to have confidence in policing.</p> <p>You will have honesty and integrity and be open and transparent in your decisions and actions. You will treat people fairly and demonstrate respect, tolerance and self-control.</p> <p>You will lead our service by good example and will report, challenge or take action against the conduct of colleagues which has fallen below the standards expected.</p>			
Reports to		Direct reports:	
Head of Communications		<p>Internal, digital and publishing 1 x Scale 6 1 x Scale 5</p> <p>Media 5 x Scale 6</p>	
Prepared by:- Suzanne Hughes Date:- 24/08/17		Confirmed by:- Yvette Earl Date:- 26/08/17	Received by:- Date:-

Person Specification MP5

Attainments/ Knowledge	Essential	Possesses a high level of academic ability preferably supported by a communications related degree or equivalent professional qualification. Thorough working knowledge of internal and external communications best practices.
	Desirable	Member of a relevant professional body. High levels of self-awareness, awareness of others and emotional intelligence. Knowledge of media law and an understanding of professional communications in the policing context.
Experience	Essential	Relevant experience of strategic and tactical internal and external communications in a large, complex organisation. Recent experience of managing change, from conception to implementation and monitoring. Experience of leading a professional communications team with a wide variety of priorities and demands. Experience of advising senior leaders in the business. Experience of working to tight deadlines, within budgetary confines and sometimes under increased pressure.
	Desirable	Incident and crisis management experience.
Skills/ Specialism	Essential	Excellent leadership skills and the ability to inspire a team and help transform output. Outstanding written and verbal communication skills. Extensive experience of dealing with the media, proactively and reactively. Experience of leading change communications and strategic internal communications strategies. Proven experience of delivering creative and innovative behaviour change campaigns. Excellent desktop publishing skills, such as but not limited to Photoshop, Publisher & video editing. Ability to forward plan and coordinate the delivery of projects.
	Desirable	Networking skills and business planning & budgeting skills.
Decision Making/ Problem Solving/ Planning	Essential	Good analysis/interpretation skills, displaying a positive attitude to problem solving and justifying decisions made. Takes prompt action in addressing problems and acts accordingly to effect a positive resolution. Proven experience in making day to day critical decisions and showing professional judgement to ensure an effective service to the organisation.

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		Demonstrates the ability challenge business decisions and offer constructive alternatives for consideration by the Senior Management Team where appropriate.
	Desirable	Able to address the wider dimensions and implications of situations/problems especially in relation to reputation risk.
Practical Effectiveness	Essential	<p>Proven ability to take ownership of challenges and work on an independent and team basis. Demonstrates a logical and structured approach to work and demonstrates attention to detail and a high degree of creativity and innovation. Able to meet deadlines and work under pressure.</p> <p>High level of technical expertise in prioritising workflow and actions to ensure maximum effectiveness towards meeting key organisational objectives.</p> <p>Flexible to meet the demands of the service and projects.</p> <p>Extensive experience in stakeholder management and an ability to build strong working relationship with colleagues throughout the business.</p> <p>Has a full driving license and is flexible in working across the Force wide area, including potential collaborative work with other Forces as the need arises.</p>
	Desirable	<p>Confident, resourceful and able to accept responsibility in the appropriate circumstances.</p> <p>Able to adapt to changing circumstances and initiate corrective action.</p> <p>Able to adopt a strategic perspective when required.</p>
Citizen Focus		A citizen focussed culture exists when every member of staff considers the impact that their actions have on the people they serve and proactively seeks ways of improving the quality of the service that they provide. The post holder must convey to both internal and external clients a customer focussed service based on fairness and quality and ensure they fully understand and represent the Force's values and principles at all times.
Respect for Race & Diversity		Considers and shows respect for the opinions, circumstances and feelings of colleagues and members of the public, no matter what their race, religion, position, background, circumstances, status or appearance. Understands other people's views and takes them into account. Is tactful and diplomatic when dealing with people, treating them with dignity and respect at all times. Understands and is sensitive to social, cultural and racial differences.