

**West Midlands Police
Job Description**

Post title:	Head of Corporate Communications
Department:	Corporate Communications
Responsible to:	Deputy Chief Constable
Responsible for:	All staff within the Corporate Communications Department
Grade:	
Role purpose:	To support the force in its mission to serve and protect the people of the West Midlands. Proactively and effectively communicating key messages to our communities and the workforce to build their trust and confidence in West Midlands Police and protect and enhance the reputation of the force in accordance with its values.

Main Responsibilities

Management/Executive

- To lead and be responsible for the overall strategic development of media and corporate communications work in WMP and align activity to support its priorities and protect the reputation of the force.
- To have overall responsibility for the corporate identity of the force and to ensure quality and consistent use across all applications.
- To personally provide strategic communications advice to individual members of the Command Team and support them in delivering their specific internal and external communication responsibilities.
- Consulting with the Police Authority and key partners to produce and implement an annual business plan for the department based on community and organisational priorities.
- To continuously monitor and review the services provided by the department against agreed service levels using relevant systems and take necessary action to ensure that the targets are met.

- To continuously monitor and review the service provided by the department, by consulting with stakeholders and acting on feedback as appropriate to provide the agreed service level.
- To be responsible for the development of technology and techniques to evaluate departmental activity and the impact of the services provided by the department.
- To ensure that the financial resources allocated to the department are managed efficiently and in accordance with force standing orders.

Professional activity

- To oversee the development, implementation and review of the Corporate Communication strategy for West Midlands Police encompassing internal and external activity and the force's use of social media to deliver strategic objectives.
- To produce, apply and review force media policy and social media policy, including making decisions on guidance for officers and police staff.
- To establish and maintain a structure for internal communication to support workforce engagement in local and force change programmes and initiatives.
- To provide marketing and publicity expertise, acting as a consultant to guarantee a professional, corporate and cost effective approach.
- To ensure that appropriate links are in place between WMP, the local authorities within the West Midlands region, other emergency services and partnership organisations in the public and private sectors at local and national levels in relation to strategic marketing, communications, planning and joint approaches.
- To establish and maintain links with the Police Crime Commissioner (West Midlands Police Authority until appointment).
- To advise the force's Command Team on corporate communication activity and the implications of policies in terms of enhancing and protecting the reputation of the force and public confidence/engagement.
- To have overall responsibility for the content and on-going development of the force's internal and external websites.
- To represent WMP at a national level with regard to media and corporate communications matters, e.g. the Association of Chief Police Officers Communications Advisory Group.
- To keep up to date with and analyse national policy and issues which impact on corporate communications and public confidence. To advise the Command Team or other senior managers on the implications of such for WMP, reflecting them in the force strategy as required.
- To keep up to date with the latest communication methods to ensure the force adopts the most appropriate to deliver an efficient and effective service
- To manage the corporate image of WMP reviewing and monitoring corporacy standards and communicating developments

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- To manage the corporate communications aspects of major incidents, crisis management and investigations for WMP ensuring business continuity.
- To seek to facilitate open channels of communication with communities promoting and encouraging an environment of consultation and feedback .
- To oversee that effective media training and guidance is delivered to officers and police staff across the organisation.
- To carry out such other duties which are consistent with the nature, responsibilities and grading of the role.

NOTES

This job description records the principal responsibilities of the job at the date shown. The job description will be reviewed periodically in conjunction with the post holder to reflect changes.

POST TITLE: Head of Corporate Communications

LOCATION: Corporate Communications

BEHAVIOURAL COMPETENCIES TO UNDERTAKE THE ROLE

Strategic perspective (A)

Understands external expectations and influences on the organisation or unit. Identifies common goals, interests and perspectives with other agencies. Creates a vision for the future and a strategy for how it can be achieved.

Openness to change (A)

Identifies ways in which the organisation needs to change. Personally champions change and encourages and supports managers to make it happen.

Negotiation and influencing (A)

Develops sophisticated strategies for influencing others at all levels in the organisation. Negotiates satisfactory solutions on broad or complex issues with stakeholders.

Maximising potential (B)

Encourages others to learn and develop, giving them clear and direct guidance and feedback on their performance. Encourages and supports staff, making sure they are motivated to achieve results.

Respect for diversity (A)

Provides emotional and practical support to people who are dealing with difficult issues. Shows respect and understanding for them and their situation. Treats others with dignity and respect at all times, no matter what their background, status, circumstances or appearance.

Community and customer focus (A)

Maintains a broad understanding of social trends and identifies what effect they will have on the organisation. Creates processes that make sure stakeholders' and customers' views and needs are clearly identified and responded to. Puts in place strategies for media and community relations.

Effective communication (A)

Explains complex issues, making them easy to understand. Makes sure that important messages are being communicated and understood throughout the organisation.

Personal responsibility (A)

Readily accepts responsibility for self and others. Takes responsibility for managing situations and problems. Leads by example, showing a commitment and a determination to succeed. Continues to learn and develop.

Explanation of competency levels:

(A), (B), (C) indicates the level of competency taken from the National Competency Framework.

All behavioural competencies will be discussed in the Performance Appraisal.

SPECIALIST KNOWLEDGE/ SKILLS AND ABILITIES

Essential	Desirable
<p>In-depth knowledge of news and advertising media.</p> <p>Understanding of information technology in a media and corporate communications environment.</p> <p>Discretion and awareness of confidentiality.</p>	

TRAINING/EXPERIENCE REQUIRED

Essential	Desirable
<p>Minimum of five years press and public relations experience in a medium/large organisation.</p> <p>Experience of leading and motivating a team in providing press and public relations services.</p> <p>Experience of dealing with/directing major initiatives/incidents.</p> <p>Experience of developing and implementing press and public relations strategies and policies.</p> <p>Experience of providing comprehensive advice on marketing or public relations issues.</p> <p>Experience of successful innovation.</p> <p>Experience of budget management.</p> <p>Recognised professional qualification e.g. Diploma in Marketing, PR, NCTJ or equivalent.</p>	<p>Experience of reporting to management team/board level.</p> <p>Experience of supervising the production of in-house publications.</p> <p>Experience of evaluating the effectiveness of press/public relations initiatives.</p> <p>Experience as a journalist.</p> <p>Management qualification.</p> <p>Experience of change management.</p> <p>Experience of developing and delivering training programmes.</p>

OTHER REQUIREMENTS

Essential	Desirable
To be of sound professional reputation and character and have no criminal convictions which would impact upon the reputation of the force. Has achieved a good attendance record. Must hold a full, current driving licence.	

All essential criteria above will also be discussed in the Performance Review.

The desirable criteria marked with an asterisk will be desirable at selection stage but will become essential once in post and will be discussed in the Performance Review.

Please note that we will consider making reasonable adjustments to the above, in line with the Disability Discrimination Act.