



<b>Role title:</b>	Strategic Head of Communications and Engagement
<b>Grade &amp; salary:</b>	R - £61,917 - £69,894
<b>Working hours/shift pattern:</b>	37 hours per week
<b>Additional allowances:</b>	n/a
<b>Location:</b>	Joint Headquarters, Ripley, DE5 3RS
<b>Post reports to:</b>	Deputy Chief Constable
<b>Suitable for job share or part time:</b>	No
<b>Other considerations (e.g. travel)</b>	Travel required both regionally and nationally as part of the role
<b>Date last reviewed:</b>	January 2019

## Purpose and Description of Job Role:

Working closely with the Chief Constable, the role will have strategic responsibility for the development and execution of both the internal and external communications and engagement strategy for Derbyshire Constabulary.

This role will also provide strategic advice and professional guidance to the Derbyshire Fire and Rescue Service.

Working closely with the Fire Service Communications team, be responsible for the development and delivery of joint initiatives, campaigns and events across both organisations.

## Specific Roles and Responsibilities:

### People Management (Derbyshire Constabulary)

- This role will have direct line management responsibility for the Derbyshire Constabulary Communications and Engagement team and will work closely with the Communications team in Derbyshire Fire and Rescue Service.
- Ensure managers and teams understand organisational goals and initiatives. Encourage a culture of improvement and innovation whilst maintaining effective performance and high

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standards of service to the public.

- Evaluate the effectiveness of line managers and hold each one accountable for their managerial activity and performance.
- Build and sustain effective relationships. Create alignment, remove barriers, improve communication and facilitate effective collaboration with other teams and agencies.
- Manage the performance of multiple teams across the constabulary through budgeting, resourcing and project planning. Evaluate the overall effectiveness of individual units, and re/deploy resources to improve performance.

## Operational

For both organisations, the role will:

- Provide sound strategic advice and professional guidance to the Senior Leadership Teams.
- Develop and deliver an external communications strategy (aligned to both organisations) that effectively utilises research, analytical, marketing, community engagement and public relations tools.
- Develop and deliver an internal communications strategy that support the core values and behaviours of the respective organisations, enhances levels of workforce engagement and drives a culture of collaboration.

For Derbyshire Constabulary, the role will:

- Lead on proactive and reactive communications during the handling of major incidents and strategic crises, ensuring co-ordinated responses are provided across the organisations.
- Manage the delivery of proactive and reactive media relations in support of operational activity to both aid the activity and manage reputation.
- Provide specialist advice to the Office of Police and Crime Commissioner to manage combined media, communication and engagement as appropriate.
- Enhance the use of cost effective digital media to improve dialogue with the public and provide more efficient access to information, reducing the need to contact the organisation through other avenues.
- Develop the organisational strategy for formal recognition, ensuring a consistent and fair culture of rewarding achievement and celebrating our workforce.
- Develop engagement, insight and internal communication plans to ensure the organisation is fulfilling its duty to engage with our wide ranging and complex communities, prioritising the identified activities that will deliver the most significant benefit to the people of Derbyshire.
- Partner with agencies, academic institutions, community/voluntary organisations to build relationships and ensure policy, direction and action is informed by a sound understanding of the broad range of needs and capabilities.

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- Represent the organisation in regional and national forums taking opportunities to identify change and innovation that will help shape internal policy or procedures.

### **Skills & Experience Required:**

#### **Essential:**

- An appropriate degree level qualification or industry specific qualifications at or above CIM diploma in marketing.
- Substantial senior leadership experience in a communications environment.
- Successful experience of operating at the top of organisations, with regular collaborative relationships with senior decision makers from disparate disciplines.
- Significant experience of line managing teams and the people within them at a personal level.
- Experience of proactively managing relationships with the media including the understanding of digital platforms and social medial channels.
- Experience of engagement at a local, regional and national level.
- Excellent oral, written and presentation skills.
- Experience of effective negotiation skills and the ability to influence others to achieve a common goal.
- Ability to analyse and interpret complex data relating to communications.
- Ability to act as a strong positive role model, demonstrating high levels of commitment, integrity and professionalism.
- Proficiency in using the Microsoft Office suite.
- A full UK driving licence.

#### **Desirable:**

- Experience in a policing / fire services environment.

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## Personal Qualities:

We have identified nine competencies that help describe what effective behaviour looks like in Derbyshire Constabulary. These competencies illustrate how we put our Force's guiding principles into practice so that everyone understands what is expected of them in their day-to-day work:

**Acting with Integrity:** Is trusted and respected by others and is known as someone who does what they say they'll do. Understands the impact and consequences of doing (and being seen to do) the right thing, is happy to raise concerns and will challenge inappropriate or unethical behaviour.

**Working with Others:** Works to develop a positive team spirit and appreciates the value different backgrounds and experience can contribute to team success. Is approachable and inspires others to do their best. Treats others with dignity and respect, and maintains a positive, friendly outlook. Appreciates the contributions of others – and lets them know.

**Problem Solving & Innovation:** Uses experience, creativity and common sense to solve problems practically and innovatively. Makes sure they fully understand the problem, its cause and implications. Seeks the input and views of others. Weighs up options to make sure the solution they choose is the most effective and makes good decisions in a timely way.

**Planning and Organising:** Is clear about their goals and creates plans and processes that are targeted at the right priorities – those that will truly deliver the most value. Copes well with change and uncertainty, knows that it's not always possible to get the full picture or remove every risk before taking action.

**Communicating & Influencing:** Presents written and verbal communication in a clear and effective way. Puts across points of view persuasively, but keeps an open mind and is willing to change their position if sound arguments are presented back.

**Personal Development:** Takes opportunities to improve their skills, knowledge and experience. Gives and seeks constructive feedback to help them and others develop successfully.

**Delivering Results:** Delivers what is needed when promised. Enjoys adding value, knows what needs to be done and stays focused. Identifies issues or obstacles that could prevent or delay getting things done and takes appropriate action.

**Customer Focus:** Knows how they personally support the service we provide to the public. Is absolutely passionate about adding value for the public and internal stakeholders, improving processes and removing unnecessary cost and waste. Understands how their attitude and behaviour impacts on public perception of the service we provide.

**Operational & Technical Awareness:** Keeps well-informed and knows what internal and external factors could impact on our performance. Promotes and pushes activity that improves performance and our service to the public. Is knowledgeable and effective in their area of expertise.

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