



**POLICE & CRIME
COMMISSIONER**
for Leicestershire

Prevention | Partnership | Protection

PCC- STAFF

PERSON SPECIFICATION

Area:	Office of the Police and Crime Commissioner (OPCC)	Job Title:	Communications and Engagement Manager	Weekly Hours:	37
Section:	Comms Team	Scale:	SO2	Version:	1
Post No:	PC073	Status:	Established/Full time	Version Date:	24/4/2017

Please describe, with example(s) in section 7 of your application form how you feel you meet each of the numbered essential criteria, and where possible the desirable criteria, below.

Criteria <i>Justifiable as necessary for safe and effective performance of the job.</i>	Essential <i>A clear definition of the necessary criteria.</i>	Desirable <i>Where available, elements that contribute to improved / immediate performance in the job.</i>
Education:	1. To be educated to degree level in a relevant subject, hold an equivalent qualification or have equivalent workplace experience in a media setting, public sector or similar organisation.	1. To Hold The Chartered Institute of Marketing (CIM) Certificate or equivalent or the CIPR Diploma or equivalent professional accreditation. 2. To hold a supervisory management qualification.
Work Experience:	1. Experience of producing, implementing and evaluating community engagement strategies. 2. Experience of successful internal communications activities. 3. Experience of dealing directly with the press and media, and use of digital and social media, including organising media conferences. 4. Experience of website development and management.	3. Demonstrate an understanding of and being sensitive to, the underlying culture, politics and relationships between the OPCC, OCC and strategic partners at a local, force and regional level.



**POLICE & CRIME
COMMISSIONER**
for Leicestershire

Prevention | Partnership | Protection

PCC- STAFF

Personal / Interpersonal Skills, Aptitudes:	<ul style="list-style-type: none">5. Proven ability to work under pressure and to deadlines and prioritise competing demands.6. Politically sensitive and diplomatic with a proven ability to persuade and influence at a senior management level.7. Ability to build relationships with a wide range of internal and external media contacts across a variety of media outlets.8. Ability to operate tactically under pressure in a wide range of situations while thinking strategically and always keeping focused on the bigger picture	
Special Skills:	<ul style="list-style-type: none">9. To demonstrate the ability to produce high quality copy and material across the written and broadcast media.10. Experience of delivering effective promotional or information campaigns, including presenting at Conferences and events11. Ability to travel across the Force area and to be willing and able to work outside normal hours if circumstances require.	<ul style="list-style-type: none">4. To demonstrate an understanding of the role of a Police and Crime Commissioner in the broader policing, criminal justice and community safety landscape.



**POLICE & CRIME
COMMISSIONER**
for Leicestershire

Prevention | Partnership | Protection

PCC- STAFF ROLE DESCRIPTION

Job title:	Communication and Engagement Manager
Post no:	PC073
Scale:	SO2
Responsible to:	Chief Executive
Responsible for:	Engagement Officer
Contacts:	<p>The Police and Crime Commissioner and his Deputy, senior staff and office, external organisation delivering communications and media services. The Chief Constable and his senior officer team, Head of Force Communications and Engagement and his/her officers, partner organisations and stakeholders, editors and journalists locally, regionally and nationally from the printed and broadcast media and news organisations. Local partner agencies and key stakeholders, a wide range of people ranging from MPs and Civic leaders, to members of the public</p>
Role:	<ul style="list-style-type: none">• To manage the Communications and Engagement Strategies and delivery plans for the Office of the Police and Crime Commissioner.• To liaise with the external organisation that provides the PCC's communications and public relations activities, ensuring that effective media relationships are established and maintained.• To ensure effective communication, consultation and engagement with the public, partners and stakeholders. To maintain a high level of responsibility for protecting ethics and integrity of the Police and Crime Commissioner's media and communication activities.• To ensure that the legislative obligations of the OPCC are met including compliance with the Publication Scheme and consultation and engagement with the public of Leicestershire regarding policing and the setting of priorities• To champion a customer-centric approach within the organisation and ensure that the use of engagement and insight drive customer satisfaction with policing• To deliver the communications and engagement function within the budget provided.



**POLICE & CRIME
COMMISSIONER**
for Leicestershire

Prevention | Partnership | Protection

PCC- STAFF

<u>Duties</u>	<u>Responsibilities</u>
Operational:	<ol style="list-style-type: none">1. To manage the delivery of the communications and engagement strategies and delivery plans.2. To deliver the PCC's communication/engagement strategies within the budget allocated.3. To be a member of the Senior Management Team.4. Working with the external organisation to assist, brief and prepare the PCC and key staff for media interviews/press conferences etc, including complex and contentious issues or situations.5. To ensure media protocols and standards are set, understood and adhered to.6. To plan, develop, implement and attend media events.7. Working with the external organisation to give media or press statements when required on behalf of the PCC, including radio, audiotape or television.8. To produce or commission a range of high quality communications materials.9. To manage the PCC's website and liaise with the external company to develop the site.10. Seek opportunities to harness the effective use of electronic and social media.11. To present a professional and positive image for the Office of the PCC12. To monitor local, regional and national press/media coverage about the PCC, the Force and relevant issues.13. To establish and develop effective professional relationships with editors and journalists from the printed and broadcast media locally, nationally and regionally.14. To establish and develop effective working relationships with media and communication practitioners in the Force, partners and other relevant agencies.15. To develop an annual grid to ensure horizon scanning is integral to the delivery of communications and identifies opportunities to ensure the voice of the PCC is heard.16. Develop strategies to effectively support hard to reach audiences and audiences with multiple complex needs17. To consistently review the performance of the communications function against delivery of the communications strategy and take appropriate action



**POLICE & CRIME
COMMISSIONER**
for Leicestershire

Prevention | Partnership | Protection

PCC- STAFF

General	<p>18. To carry out such other duties as are consistent with the nature, responsibilities and grading of the post.</p> <p>19. Actively promote equality of opportunity, work towards eliminating discrimination and promote good relations between all groups of people</p> <p>20. Undertake such other duties commensurate with the post as may be required for the safe and effective performance of the job.</p> <p>21. This role description should develop along with the changing demands of policing reflected in the Police and Crime Plan Objectives and priorities</p> <p>22. This is a politically restricted role.</p>
	<p>23. Be flexible in terms of working location and be prepared to work temporarily at other locations within the Force area, undertaking a similar role</p>

Additional Information:

Security Check Level:

(striketrough checks NOT required)

RV, SC, EV1, DV, NPPV1, NPPV2, NPPV3

Additional Information:

LEICESTERSHIRE POLICE RISK ASSESSMENT FORM

HS2

AREA/DEPT.: DATE COMPLETED: REVIEWED
LOCATION/WORK ACTIVITY (GROUP OR INDIVIDUAL POST) ASSESSED:

SPECIAL GROUPS OF PERSONS CONSIDERED:

COMPLETED BY (Risk Assessor):

AUTHORISED BY:

ASSISTED BY:

REMEDIAL ACTION PRIORITY ORDER		
Number	Date Completed	Initials

WORK ACTIVITY		HAZARD		LIKELIHOOD			RISK
No.	Description of task	Description including potential severity	H M L	Groups Exposed. Evidence of previous harm.	Existing Controls in place?	H M L	Hazards x Likelihood