



Home Office



Job Description – Police Reform Communications Manager

Job Title: Police Reform Communications Manager

Job Reference: PRCM001

Reports to: Head of Strategic Portfolio Management

Salary: £40,000 - £44,000

Location: Westminster

Contract Type: Fixed term contract until 31.3.20 – subject to 6 months' probation

Working hours: office based 35 hours per week, Monday to Friday, some travel and out of hours as required

We are looking for Police Reform Communications Manager to support the delivery of the Policing Vision 2025. This includes the implementation of the communications strategy of the Police Reform and Transformation Board (the Board).

The Board is run jointly by the Association of Police and Crime Commissioners (APCC) and National Police Chiefs' Council (NPCC) and includes representation across the most senior levels of policing, including the Home Office. The Board takes the lead in policing for the delivery of the Policing Vision 2025. Both Police and Crime Commissioners and Chief Constables support this strategy document which was launched in November 2016.

This role reports to the Head of Strategic Portfolio Management and will be based in Westminster. You will work with a wide range of senior stakeholders to deliver external strategic communications alongside being responsible for engaging and communicating with all PRTB stakeholders through the effective dissemination of information, provision of advice, guidance and support. This role will include developing clear and informed key messages around the transformation programme, overseeing all published materials, and working closely alongside the APCC and NPCC communications teams and with Home Office, press and policy colleagues.

You will need to have excellent written and oral communications skills, a 'can do' attitude, be hands-on, work highly effectively in a small team and be able to multi-task and prioritise work. This is a challenging role, but potentially a real career development opportunity for the right person.

Role Purpose:

To support the delivery of the Policing Vision 2025, including the portfolio of reform projects being supported by the Police Transformation Fund through the development and delivery of a stakeholder engagement and communication strategy across multiple reform areas in a complex policing landscape.

Key Areas of Responsibility

1. Update and deliver external and internal communications strategies that raise awareness of police reform and transformation, the reform portfolio, the Vision and its benefits using a variety of media and channels. In doing so ensure that the service understands what is changing, why, when and how.
2. Develop key messages and multi-purpose communications products (across print, web-based, audio-visual media) that ensures the work of police reform and transformation is appropriately communicated to the public and key stakeholders, including the Home Office, Police ICT Company and the College of Policing, building support and engagement.
3. Support and coordinate communication and engagement activities across the five reforms strands that comprise the Policing Vision 2025; developing this engagement with an understanding of the significant local change and transformational work being undertaken by Police and Crime Commissioners and Chief Constables.
4. Deliver communications activities in accordance with best practice for programme and portfolio management.
5. Maintain a communications grid to coordinate all police reform and transformation activity making best use of a range of available channels.
6. Work with policy leads within both the APCC, NPCC and Home Office to develop internal and external messages that effectively communicate the Board's policy positions, reflect the political context and speak clearly to our key audiences.
7. Regularly liaise with key personnel to ensure effective communications between both organisations and the various Boards which make up the police reform landscape.
8. Develop content, maintain and update internal and external websites dedicated to the work on police reform.
9. Establish key performance indicators and measures to monitor progress and delivery for all engagement activities providing regular reports to the Board and its supporting structures as required.
10. Develop and maintain a good knowledge and understanding of the local and national police reform landscape.

Knowledge, Skills and Experience

The post holder will need to use initiative and judgement to resolve problems encountered, which may be complex in nature. The post requires an innovative thinker who possesses excellent communications skills, someone who can gather and analyse information from a variety of sources,

draw out relevant points and communicate them succinctly. You will be working to support a small team, in a fast moving and politically charged environment. This will require excellent time management skills, with the ability to prioritise competing demands. Skills and experience include:

Essential

- Experience of working in a fast-moving communications environment, ideally with experience from a public-sector background.
- Significant communications experience and a track record of delivery of communications strategies to external and internal audiences.
- Experience of working in a programme or project management environment, preferably as a communications manager working across a complex landscape.
- Excellent oral and written communication skills, including the ability to write high-quality copy for a range of audiences in a time pressured environment.
- Excellent understanding of how to develop and influence stories and manage the news agenda.
- Experience of analysing and communicating complex policy and political issues clearly and concisely adapting appropriately depending on the audience.
- Up to date professional knowledge of best practice in relation to communications and knowledge of a broad range of current communication practices, tools and techniques including digital communications and social media, including those associated with programme and portfolio management.
- Excellent negotiating and influencing skills and the ability to work collaboratively with a range of internal stakeholders and across internal boundaries and maintain relationships with staff and service providers.
- Ability to approach and brief broadcasters, journalists and commentators and prepare spokespeople on behalf of the Board.
- Political sensitivity, with the ability to exercise discretion, judgment and confidentiality when dealing with politicians, media officers at every level, and to demonstrate political neutrality at all times.

Highly Desirable

- Understanding / experience of working in the public sector, particularly in the field of policing or criminal justice policy, or related areas (e.g. community safety).
- Experience of working in an environment which is working on or has achieved significant transformational change.

FURTHER DETAILS

- The successful candidate will be expected to demonstrate eligibility to work in the EU as well as be security vetted.
- **How to apply –**
 - Please email your CV and cover letter addressed to Dawn Osborne at recruitment@apccs.police.uk quoting reference: **PRCM001**
 - Applications close **Friday 9 November** at midnight.
 - Interviews will be held in **late November** in Central London.

If you would like to speak to someone concerning the role, please contact Alex Campbell on 07712 411603 in the first instance.



JOB APPLICANT PRIVACY NOTICE

As part of any recruitment process, the Company collects and processes personal data relating to job applicants. The Company is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

What information does the Company collect?

The Company collects a range of information about you which *may* include:

- Your name, address and contact details, including email address and telephone number.
- Details of your qualifications, skills, experience and employment history.
- Information about your current level of remuneration, including benefit entitlements.
- Whether or not you have a disability for which the Company needs to make reasonable adjustments during the recruitment process.
- Information about your entitlement to work in the UK.

The Company collects this information from a variety of sources such as data that might be contained in application forms, CVs or resumes, obtained from your driving licence, passport or other identity documents, or collected through interviews or other forms of assessment.

The Company may also collect personal data about you from third parties, such as references supplied by personal referees and former employers, information from security check providers and information from criminal records checks.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems including email.

Why does the Company process personal data?

The Company needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In all cases, the Company needs to process data to ensure that it is complying with its legal obligations; for example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

In some cases, the Company needs to process data to ensure that you have the certain qualifications that you have; for example, it is required to check that you have a valid driving licence that enables you to drive a Company vehicle or to use your vehicle on Company business.

The Company has a legitimate interest in processing personal data during the recruitment process and for keeping records on the process. Processing data from job applicants allows the Company to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Company may also need to process data from job applicants to respond to and defend against legal claims.

Where the Company relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Company processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, the Company will keep your personal data on file in case there are future employment opportunities for which you may be suited. The Company will ask for your consent before it keeps your data for this purpose and you are free to withdraw your consent at any time.

Who has access to data?

Your information will be shared internally for the purposes of the recruitment exercise. This includes interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is necessary for the performance of their roles.

The Company will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Company will then share your data with our Human Resource Service Providers, and former employers to obtain references for you, security vetting agencies and the Disclosure and Barring Service to obtain necessary criminal records checks.

The Company will not transfer your data outside the European Economic Area.

How does the Company protect data?

The Company takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties.

For how long does the Company keep data?

If your application for employment is unsuccessful, the Company will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow the Company to keep your personal data on file, the Company will hold your data on file for a further 6 months for consideration for future employment opportunities. At the end of that period or once you withdraw your consent], your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

Your rights

As a data subject, you have a number of rights. You can:

- Access and obtain a copy of your data on request.
- Require the Company to change incorrect or incomplete data.
- Require the Company to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing.

- Object to the processing of your data where the Company is relying on its legitimate interests as the legal ground for processing.
- Ask the Company to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Company's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact Oliver Shaw, oliver.shaw@apccs.police.uk 07714399762. If you believe that the Company has not complied with your data protection rights, you can complain to the Information Commissioner.

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data to the Company during the recruitment process. However, if you do not provide the information, the Company may not be able to process your application properly or at all.