



## ROLE SPECIFICATION

### PART A - JOB DESCRIPTION

Job title / position	Head of Communications and Public Affairs	Reports to	Chief Executive
Line management responsibilities (for staff)	Currently for Communications Advisor, Media Manager & Public Affairs Officer	Work Location	The APCC office is in Westminster, London. We are able to support flexible working
Overall function (Job Summary)	To raise the national profile of PCCs and their equivalents by leading the APCC communications and public affairs function; developing and delivering a proactive communications and public affairs strategy and implementation plan; line management of the APCC Communications and Public Affairs team and delivery of a variety of high quality and professional communications products and services; while forging strong and effective relationships with senior stakeholders across policing and criminal justice, Parliament, the media and more widely and acting as a member of the APCC Senior Management Team (SMT).		

### Duties / Responsibilities

No	Responsibilities	Output / Success Measures (where applicable)
1.	<p><u>Lead the APCC's communications and public affairs function</u></p> <p>Provide strategic leadership and oversight of the APCC communications and public affairs functions, ensuring effective delivery against the communications and public affairs delivery plan and the wider APCC Strategic Plan.</p>	<ul style="list-style-type: none"> <li>• Maintains a high degree of awareness of communications and public affairs issues that may affect or impact on the APCC Strategic Plan and wider strategy and adjusts the approach accordingly.</li> <li>• Horizon scans for communications and public affairs opportunities and risks and adjusts strategies and plans accordingly.</li> <li>• Works highly effectively with APCC members, portfolio groups, SMT and the policy team to deliver an end to end communications and public affairs function.</li> <li>• Working as part of the team, develops media messages on relevant issues to effectively communicate APCC policy positions, reflecting the political context and speaking clearly to key audiences.</li> </ul>

<p>2.</p>	<p><u>Develop and deliver strategy</u></p> <p>Lead on the development and delivery of a proactive communications and public affairs strategy and implementation plan to ensure key messages are heard at a national level and to support the delivery of the APCC's strategic and business plans.</p>	<p>Strategies:</p> <ul style="list-style-type: none"> <li>• Incorporate the use of a variety of platforms, products and tactics to deliver messages.</li> <li>• Have clear aims and objectives focussed on raising the profile of PCCs, supporting the delivery of their key messages and ensuring they are heard at a national level.</li> <li>• Develop clear and flexible implementation plans which are outward focussed and dynamic.</li> <li>• Monitor progress against delivery and produce accessible performance dashboards to report on performance and inform improvements.</li> <li>• Target appropriate audiences (key parliamentarians, select committees and wider stakeholders etc) – relevant to the aims of objective of the APCC.</li> </ul>
<p>3.</p>	<p><u>Line manage the APCC Communications and Public Affairs team</u></p> <p>Provide effective management of staff within the communications and public affairs function.</p>	<ul style="list-style-type: none"> <li>• Provides highly effective line management including - regular supervision, support and completion of PDRs, oversight of professional development and well-being.</li> <li>• Develops a cohesive and high performing Communications and Public Affairs team to support the delivery of APCC Strategic Plan.</li> </ul>
<p>4.</p>	<p><u>Deliver a variety of communications products and services</u></p> <p>Lead on the production and delivery of high-quality communications material, campaigns and messaging for a variety of audiences across multiple channels.</p>	<ul style="list-style-type: none"> <li>• Provides advice and support as appropriate to the APCC Chair, APCC Board and PCC portfolio leads on communications, media and public affairs matters.</li> <li>• Delivers quality communications products (Daily Briefing, newsletters, Press releases etc.) which have a clear narrative / message, audience and purpose – linking seamlessly with APCC policy positions and Strategic Planning.</li> <li>• Manages and oversees the APCC's website and social media presence, ensuring high standards are maintained and the priorities and values of the APCC are visible and clear.</li> <li>• Works closely with the NPCC to lead and deliver a highly successful annual policing summit.</li> <li>• Provides secretariat support for the work of the Policing and Security All Party Parliamentary Group, ensuring it is effectively supported and developed by the APCC working with other policing partners.</li> <li>• Supports the development of communications functions for OPCCs communicators.</li> <li>• Owns / takes responsibility for the Communications and Public Affairs team budget.</li> </ul>

5.	<p><u>Work highly effectively with stakeholders</u></p> <p>Develop effective and strong relationships with key influencers, including senior officials and stakeholders, national media leads and journalists, key parliamentarians etc in order to influence and engage in support of PCC national priorities.</p>	<ul style="list-style-type: none"> <li>Identifies and forges strong relationships with a variety of key stakeholders including members, other stakeholder communicators, parliamentarians, press and media etc.</li> <li>Undertakes stakeholder mapping to inform approach.</li> <li>Represents the APCC at high level meetings with a variety of external stakeholders.</li> </ul>
6.	<p><u>Act as a member of the Senior Management Team (SMT)</u></p> <p>Act as a member of the APCC senior management team (SMT), working with the Chief Executive and SMT colleagues to lead and develop the wider APCC team.</p>	<ul style="list-style-type: none"> <li>Actively promotes and displays APCC team values and takes steps to install these behaviours with other members of the team where appropriate.</li> <li>Ensures performance reporting processes are in place and provides regular performance reports on progress against communications and public affairs deliverables.</li> <li>Deputises for members of SMT (as required).</li> </ul>
7.	<p><u>Undertake additional tasks</u></p> <p>Perform other tasks as directed within job-holder's competencies / capabilities (as required).</p>	

<b>PART B - PERSON SPECIFICATION</b>		
	<b>Essential Requirements</b>	<b>Desirable / Not essential</b>
Education / qualification requirements	Educated to degree level or equivalent	
Specialist training requirements (e.g. software training, mandatory training)	Experienced in the use of Microsoft Office	
Aptitude / skill requirements (e.g. driving, foreign language)	Vetted to CTC level Politically restricted role	
Hard competencies (knowledge and experience requirements)	<ul style="list-style-type: none"> <li>Significant experience of delivering strong and effective communications content across multiple media channels.</li> <li>Significant experience of working in a fast-moving political and policy environment and with politicians and/or other senior decision makers.</li> <li>Excellent oral, written and presentational skills, including the ability to write articles and high-quality copy for a range of audiences in a time pressured environment.</li> <li>Excellent understanding of how to develop and influence stories and manage the news agenda.</li> </ul>	<ul style="list-style-type: none"> <li>Good knowledge and understanding of policing, the social context in which forces operate and emerging social and political issues that will impact on the work of policing governance bodies and the forces they hold to account.</li> <li>Good understanding of PCCs' role, functions and priorities as well as the policing, criminal justice and fire landscapes.</li> <li>Experience of delivering products and services within budgets.</li> </ul>

	<ul style="list-style-type: none"> <li>• Significant experience of analysing and communicating complex policy and political issues through the media.</li> <li>• Experience of public and parliamentary affairs, particularly working with politicians to communicate key messages and support members in engaging with MPs and peers.</li> <li>• Experience of managing staff or teams.</li> <li>• Excellent negotiating and influencing skills and the ability to work collaboratively with a range of senior stakeholders and across agency boundaries, maintaining and developing effective relationships with a range of partners.</li> </ul>	
<p>Soft competencies (behavioural / personal competencies)</p>	<ul style="list-style-type: none"> <li>• Excellent written and oral communication skills, with the ability to communicate, in person, with a wide variety of stakeholders and a range of organisations and public bodies.</li> <li>• Excellent stakeholder management skills – with the ability to develop, maintain, and strengthen partnerships with others inside or outside the APCC who can provide information, assistance, and support.</li> <li>• Excellent management skills – leads by example, displays the APCC team values and empowers and motivates teams to deliver</li> <li>• Excellent organisational skills, including the ability to use initiative, to prioritise workload, manage others and work under pressure to achieve tight schedules and deadlines.</li> <li>• Ability to multi-task, deal with urgent, potentially high profile and unplanned requests for information and analysis at short notice.</li> <li>• Problem-solving skills – looks to actively manage problems and seek resolutions before they become issues. Presents solutions when a problem arises.</li> <li>• Demonstrates a strong work ethic; takes pride in work and displays APCC Team Values.</li> <li>• Demonstrates the values and behaviour of a member of SMT.</li> </ul>	