



ROLE SPECIFICATION: BRAND, CAMPAIGN AND CONTENT MANAGER

PART A - JOB DESCRIPTION

Job title / position	Brand, Campaign and Content Manager	Reports to	Head of Communications and Public Affairs
Line management responsibilities (for staff)	N/A	Work Location	Westminster, London hybrid/remote
Contract	Permanent	Salary	£44,940 plus London weighting if applicable
Overall function (Job Summary)	<p>This is a fantastic opportunity for an experienced brand and content producer, with a passion for improving policing and to develop their career.</p> <p>The Brand, Campaign and Content Manager will lead on the development and delivery of high-quality content to support brand and reputation building, working closely with communications and policy colleagues and external partners to identify opportunities and develop and deliver integrated plans that will build the profile and awareness of the work of PCCs and their equivalents, in line with the APCC's Strategic Plan.</p> <p>By building strong and effective relationships across the organisation, and with key stakeholders, including in the policing sector and partner organisations with a direct interest in specific areas of work, the Brand, Campaign and Content Manager will be instrumental in building the APCCs profile and impact.</p> <p>The APCC – the national membership organisation for Police and Crime Commissioners and their equivalents – has an exciting opportunity for a Brand, Campaign and Content Manager to join our team to raise public awareness of the role of Police and Crime Commissioners (PCCs) and their equivalents as the public's elected voice on policing and criminal justice.</p>		

Duties / Responsibilities

Responsibilities	Output / Activity / Success Measures
<p>1. To lead on the development of brand identity and its management, including:</p> <ul style="list-style-type: none">✓ Owning and maintaining corporate identity✓ Overseeing the production of all corporate and member materials	<ul style="list-style-type: none">• Produce, implement and oversee brand guidelines to ensure a strong and cohesive cross channel presence.• Bring the brand to life through the delivery of creative and impactful content that supports the APCC's strategy and business planning.• Ensure a consistent tone of voice across all APCC materials.• Work with key stakeholder and partners, including Police and Crime Commissioners' offices (OPCCs), to maximise reach and align content.• Manage the delivery of all design work.
<p>2. To lead on the development of all digital communications, to include:</p> <ul style="list-style-type: none">✓ The APCC website✓ Social media✓ Video production✓ Interactive digital products✓ Analysing data and evaluate impact	<ul style="list-style-type: none">• Lead on the development and maintenance of the APCC website.• Develop a social media growth strategy.• Create videos and films for multichannel use.• Develop online products, including animations and infographics.• Have oversight for the content and delivery of corporate products for members.• Lead on process improvements for our editorial content.• Develop targets and provide effective measurement and reporting on delivery and impact.
<p>3. To lead on the APCC's corporate communications including:</p> <ul style="list-style-type: none">✓ Developing the content and planning for integrated communications campaigns✓ Planning and coordinating the delivery of creative and impactful campaigns✓ Writing, editing and producing key corporate materials✓ Ensuring a high profile for APCC communications✓ Working with members to deliver practical resources	<ul style="list-style-type: none">• Write and produce key APCC corporate materials, including the annual 'Impact' report, 'In Focus' and key member collateral.• Lead on the development of creative campaigns to illustrate the work and impact of PCCs.• Work with a range of specialist suppliers, creatives and agencies to produce the highest quality materials.• Provide information, resources, and insights to engage OPCCs with APCC communications and deliver a programme of engaging expert OPCC communicator workshops.

<p>4. To support the wider APCC team to deliver its work and mission.</p>	<ul style="list-style-type: none"> • Apply a good understanding of the APCC’s wider communications priorities to maximise stakeholder reach, engagement, and impact. • Understand the wider policing landscape. • Build an effective network of contacts in the policing, criminal justice and related wider sectors. • Support on the planning and delivery of the filming and videography packages for the APCC/NPCC annual Policing Summit. • Attend and contribute as appropriate to the APCC General Meetings, weekly team meetings, training, awaydays, etc. • Measure and report on the impact of our event activities. • Support effective reporting to our Board and members on our progress in delivering our external affairs priorities. • Always behaves in a way that is consistent with the APCC’s values. • Demonstrate political sensitivity and awareness.
<p>5. To perform such other tasks as may be directed within job-holder’s competencies / capabilities.</p>	<ul style="list-style-type: none"> • Provide general support to the Communications & Public Affairs team including by contributing to a rota to deliver Daily Media coverage summaries for members and weekend media cover. • Additional tasks as required, based on business need.

PART B - PERSON SPECIFICATION

	Essential Requirements	Desirable / Not essential
Education / qualification requirements	Educated to degree level or equivalent	Marketing qualification, CIM or equivalent
Specialist training requirements	<p>Experienced in the use of Microsoft Office</p> <p>Experienced in writing social media and website content</p> <p>Experienced in making changes and updates to websites.</p> <p>Experienced in analysing and reporting on digital engagement metrics</p> <p>Experienced in managing SEO tools, including GA4</p>	<p>SharePoint</p> <p>Knowledge of digital marketing methods, including testing and optimisation</p> <p>Experience of using CMS, google analytics, marketing automation and email software</p> <p>Familiarity with Wordpress and Umbraco</p> <p>Understanding of Analytics and creating UTM parameters</p>
Aptitude / skill requirements	<p>Willingness to be vetted to CTC level</p> <p>This is a politically restricted role</p>	
Hard competencies (knowledge and experience requirements)	<ul style="list-style-type: none"> • Experience of operating in a digital and content production role. • Experience of working in a public policy and current affairs environment. • Excellent writing skills, with excellent attention to detail. • Experience of managing a range of website, design and editorial suppliers. • The ability to make connections and build networks, both within the organisation and with leading stakeholders. • Experience of developing and delivering proactive and integrated creative campaigns plans. • Good and effective networker and collaborator. • Well-organised with a capacity to prioritise, plan and schedule tasks proactively, and comfortable working under pressure and to deadlines. • Ability to assimilate and to analyse information from a variety of sources and summarise clearly and succinctly. • Understanding principles of equality, diversity and inclusion and a commitment to applying and reflecting these in this role. • Ability to work effectively in a politically restricted post, including to respect and maintain confidentiality. • Strong commitment to promoting and supporting the role of Police and Crime Commissioner and their equivalents. 	<p>Knowledge of policing and criminal justice policy.</p>

Soft
competencies
(behavioural /
personal
competencies)

Core Competencies

1. Communication.
2. Client service and support.
3. Teamwork.
4. Problem Solving and decision-making.
5. Adaptability and flexibility.
6. APCC values, strong work ethic with a 'can-do' attitude.
7. Technical skills, knowledge and application