

## ROLE PROFILE

<b>Role Title:</b>	<b>Head of Strategic Communications</b>
<b>Rank/Grade:</b>	<b>SM2</b>
<b>Job Family:</b>	<b>Communications</b>
<b>Reporting to:</b>	<b>Chief Constable</b>
<b>Main purpose of the role:</b>	To contribute to achieving the vision, purpose and values of Bedfordshire Police. To develop and implement a strategic approach to ensure a positive profile for the activities and policies of the Force to both internal and external audiences.

### Key Responsibilities

- To set and be accountable for the Chief Constable and PCC's communication strategies, plans, and activities both internally and externally. These will underpin and deliver the force's Annual Delivery Plan, Control Strategy and PCC's Police & Crime Plan;
- Build and maintain effective professional relationships with editors in the county and region in all print and broadcast media as well as with relevant specialists in the Home Office and other government departments;
- Work closely with the Chief Constable and the Commissioner providing communications advice and support on a range of issues including reputational and crisis management;
- Build and maintain effective working relationships with equivalent office-holders in other Forces and key partners across Bedfordshire to ensure that the Commissioner's and the force's public communications takes account of the work of these organisations;
- Represents Corporate Communications at PCC's Strategic Board ensuring priorities and emerging issues are being effectively supported;
- Oversee the communications management of major incidents and reputational matters ensuring that messaging between the Force and OPCC are effectively coordinated and 24/7 provision is maintained;
- Make high level decisions under pressure and deal effectively with complex and sensitive issues;
- Overall responsibility for the Corporate Communications department including HR and budget ensuring overarching performance objectives are set and evaluated;
- Lead and manage direct line reports of Deputy Head of Corporate Communications and OPCC Public Information Officer through 121s, PDR, training coaching and mentoring;

<b>Financial e.g. limits/mandates</b>	<b>Non-financial e.g. staff responsibility</b>
<ul style="list-style-type: none"> <li>• Budget responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Directly line management responsibility for 2 staff members. Overarching HR responsibility for a team of approx. 15</li> </ul>

<b>Psychological Assessment</b>	To be confirmed
<b>Return on Investment</b>	To be confirmed

### Entry Requirements

- Experience of managing media relations at a senior level.
- Experience of managing press and public relations staff.
- Understanding and experience of the strategic communications function.
- Knowledge of public sector public relations.
- Experience of developing and implementing a communications strategy.



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### Any other General Requirements/Scope

- The post holder is required to have a full driving Licence and live within an hour of an hours' radius of Bedfordshire Police HQ.
- The post holder will be required to use their own vehicle so business insurance will need to be organised by the individual.
- The post holder will have both national and regional responsibilities and must therefore have the ability to attend meetings and travel nationally and regionally.
- The post holder may be required to work at different locations throughout the County.
- Staff are expected to manage their hours and workload appropriately; however, on occasions there may be the requirement to work outside of contracted hours.
- Vetting required, as advised by the Vetting Unit.
- The post holder will be expected to undertake training as and when required.
- The post holder will be expected to comply with health and safety requirements.

### Obligatory Requirements

- Before commencement of this appointment, this role is subject to medical assessment. For some roles health screening or surveillance may be required on a regular basis, as identified by line manager risk assessments.
- There is a requirement for the role holder to meet the probationary objectives set.

Personal Qualities (Behavioural Competencies)
<p><b>We are emotionally aware</b></p> <p>I seek to understand the longer-term reasons for organisational behaviour. This enables me to adapt and change organisational cultures when appropriate. I actively ensure a supportive organisational culture that recognises and values diversity and wellbeing and challenges intolerance. I understand internal and external politics and I am able to wield influence effectively, tailoring my actions to achieve the impact needed. I am able to see things from a variety of perspectives and I use this knowledge to challenge my own thinking, values and assumptions. I ensure that all perspectives inform decision making and communicate the reasons behind decisions in a way that is clear and compelling.</p>
<p><b>We take ownership</b></p> <p>I act as a role model, and enable the organisation to use instances when things go wrong as an opportunity to learn rather than blame. I foster a culture of personal responsibility, encouraging and supporting others to make their own decisions and take ownership of their activities. I define and enforce the standards and processes that will help this to happen. I put in place measures that will allow others to take responsibility effectively when I delegate decision making, and at the same time I help them to improve their performance. I create the circumstances (culture and process) that will enable people to undertake development opportunities and improve their performance. I take an organisation-wide view, acknowledging where improvements can be made and taking responsibility for making these happen.</p>
<p><b>We are collaborative</b></p> <p>I am politically aware and I understand formal and informal politics at the national level and what this means for our partners. This allows me to create long-term links and work effectively within decision-making structures. I remove practical barriers to collaboration to enable others to take practical steps in building relationships outside the organisation and in other sectors (public, not for profit, and private). I take the lead in partnerships when appropriate and set the way in which partner organisations from all sectors interact with the police. This allows the police to play a major role in the delivery of services to communities. I create an environment where partnership working flourishes and creates tangible benefits for all.</p>
<p><b>We deliver, support and inspire</b></p> <p>I challenge myself and others to bear in mind the police service's vision to provide the best possible service in every decision made. I communicate how the overall vision links to specific plans and objectives so that people are motivated and clearly understand our goals. I ensure that everyone understands their role in helping the police service to achieve this vision. I anticipate and identify organisational barriers that stop the police service from meeting its goals, by putting in place contingencies or removing these. I monitor changes in the external environment, taking actions to influence where possible to ensure positive outcomes. I demonstrate long-term strategic thinking, going beyond personal goals and considering how the police service operates in the broader societal and economic environment. I ensure that my decisions balance the needs of my own force/unit with those of the wider police service and external partners. I motivate and inspire others to deliver challenging goals.</p>
<p><b>We analyse critically</b></p> <p>I balance risks, costs and benefits associated with decisions, thinking about the wider impact and how actions are seen in that context. I think through 'what if' scenarios. I use discretion wisely in making decisions, knowing when the 'tried and tested' is not always the most appropriate and being willing to challenge the status quo when beneficial. I seek to identify the key reasons or incidents behind issues, even in ambiguous or unclear situations. I use my knowledge of the wider external environment and long-term situations to inform effective decision making. I acknowledge that some decisions may represent a significant change. I think about the best way to introduce such decisions and win support.</p>
<p><b>We are innovative and open-minded</b></p> <p>I implement, test and communicate new and far-reaching ways of working that can radically change our organisational cultures, attitudes and performance. I provide space and encouragement to help others stand back from day-to-day activities, in order to review their direction, approach and how they fundamentally see their role in policing. This helps them to adopt fresh perspectives and identify improvements. I work to create an innovative learning culture, recognising and promoting innovative activities. I lead, test and implement new, complex and creative initiatives that involve multiple stakeholders, create significant impact and drive innovation outside of my immediate sphere. I carry accountability for ensuring that the police service remains up to date and at the forefront of global policing.</p>



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