

## Staffordshire Commissioner's Office – Role Profile:

### Communications & Engagement Manager (Staffordshire Safer Roads Partnership)

<b>Grade/Rank:</b>	G
<b>Directorate:</b>	Communications Team
<b>Reports to:</b>	TBC
<b>Direct Reports:</b>	None

#### Role Purpose

The Staffordshire Safer Roads Partnership (SSRP) was formed in 2001 to support collaboration between local public sector organisations in Stoke-on-Trent and Staffordshire with the aim of improving road safety. Delivery areas include education & training, community engagement, enforcement and highway engineering.

Whilst Staffordshire and Stoke-on-Trent have seen good progress in reducing those killed or injured on our roads, more can be done. In particular, there is a need to focus on our most vulnerable road users and those where there are emerging or developing issues. Communications and engagement are key to supporting this work.

Working closely with colleagues from multiple organisations, the post-holder will be responsible for:

1. Developing, managing and implementing reactive and proactive communication plans, campaigns and activities which deliver maximum reach and impact
2. Maintaining and enhancing the Partnership's brand and reputation among key stakeholders
3. Support engagement activity to promote Partnership priorities and enable the views of stakeholders to be captured

The post will be part of the Staffordshire Safer Roads Partnership Core Team. This is a multi-organisational team who are based together at Staffordshire Police Headquarters and provide a variety of skills and functions to support the Partnership and its delivery areas.

### Key Tasks and Responsibilities:

- Develop, manage and implement reactive and proactive communication plans, campaigns and activities which deliver maximum reach and impact
- Align communication activity to support Partnership priorities and protect the brand and reputation of the SSRP
- Work with the SSRP Strategic Governance & Commissioning Manager (SG&CM) to develop the strategic direction, standards and processes for Partnership communications activity
- Responsible for the design, implementation & monitoring of communication delivery plans and activity in support of the SSRP communications strategy
- Responsible for maintaining the corporate identity of the SSRP, providing guardianship for its quality and consistent use across all applications
- Work closely with partners to optimise the use of resources and deliver multi-agency communication and engagement programmes
- Be the Partnership's subject matter expert on communications
- Ensure communications activity is delivered in a timely way, to the required levels of quality and budget, in accordance with the relevant governance arrangements.
- Establish effective monitoring and evaluation processes and use them to assess risk and opportunities, evaluate effectiveness of approach and present recommendations to staff and officers at the most senior level
- Research, write and produce impactful concepts and copy for a range of tools and channels, including the internet, social media and video, consistent with Partnership messaging and brand guidelines
- To develop and implement integrated campaigns and content including channel development, toolkits and materials such as mailers, publications, copy and blogs to deliver measurable outcomes
- Support engagement activity to promote Partnership priorities and enable the views of stakeholders to be captured
- Provide support, guidance and training on media and communications to Partnership colleagues as required
- Support the development, content management and maintenance of the SSRP website including liaison with web developers
- To carry out other duties which are consistent with the nature, responsibilities and grading of the role as and when required
- Note that there may be a requirement to work occasional evenings or weekends

## Behaviours

The Behavioural Competency Framework (BCF) has six competencies that are clustered into three groups. Under each competency are six levels that show what behaviours will look like in practice.

This role should be operating at the following levels:

### Resolute, compassionate and committed

We are emotionally aware	Valuing Diversity	4
	Managing Sensitivities/Political Savvy	3
We take ownership	Customer Service	4
	Maintaining Accuracy/Sustainable Working	4

### Inclusive, enabling and visionary leadership

We are collaborative	Partner Working	3
	Managing Complexity/Strategic Planning	3
We deliver, support and inspire	(self) Leadership	4
	Supporting Colleagues/Coaching & Mentoring	4

### Intelligent, creative and informed policing

We analyse critically	Problem Solving	4
	Situational Judgement	4
We are innovative and open-minded	Continuous Improvement	4
	Futurology	3

## Education, Qualifications and Experience

### Essential:

- Significant experience of designing and implementing communication plans and campaigns and measuring the outcomes.
- Good team working skills demonstrating awareness of individual differences and providing support as required.

### Desirable:

<ul style="list-style-type: none"> <li>• Able to proactively develop effective working relationships with colleagues, partners and other stakeholders.</li> <li>• Degree or equivalent experience in similar role with a recognised professional qualification such as NCTJ, CIPR, CIM or CAM.</li> <li>• Up to date knowledge of best practice in media and communications and media law.</li> <li>• The ability to work calmly and accurately under pressure, managing multiple deadlines and deliver results through effective planning and organising of work.</li> <li>• Experience of providing advice &amp; guidance on a range of communication &amp; marketing initiatives &amp; issues.</li> <li>• The post holder is responsible for his/her own self development on a continuous basis and for developing and maintaining a substantial body of up-to-date knowledge of the specialist area and a detailed generalist knowledge across a wide spectrum of related fields, and as such will be expected to undertake suitable development and training.</li> <li>• To enhance own performance, working constructively with the line manager to identify personal strengths and agreeing action in relation to development needs.</li> </ul>	
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### Skills Matrix

**Complexity:**

Performs an extensive range and variety of complex technical and/or professional work activities. Undertakes work which requires the application of fundamental principles in a wide and often unpredictable range of contexts. Understands the relationship between own specialism and wider customer/organisational requirements.

**Communication Skills:**

Advises on appropriate methods, tools and channels relevant to own specialism and can make appropriate choices from alternatives. Analyses, designs, plans, executes and evaluates work to time, cost and quality targets. Assesses and evaluates risk and opportunities. Communicates effectively, both formally and informally. Demonstrates leadership. Facilitates collaboration between stakeholders who have diverse objectives. Takes all requirements into account when making proposals. Takes initiative to keep skills up to date. Mentors colleagues. Maintains an awareness of developments in the industry.

Analyses requirements and advises on scope and options for continuous operational improvement. Demonstrates creativity, innovation and ethical thinking in applying solutions for the benefit of the customer/stakeholder.

**Personal Skills:**

- Maintaining focus on agreed objectives and deliverables and being able to prioritise work on an individual and team basis.
- Excellent communication and written skills.
- The ability to work as part of a team and build effective working relationships with a range of internal and external stakeholders.
- Being proactive, anticipating opportunities for service improvement and taking appropriate action(s).
- Taking innovative approaches to problem solving and devising inventive and creative solutions.
- Discretion and integrity; energetic and self-motivated.
- Excellent networking and interpersonal skills to build relationships with internal stakeholders and external partners.
- Awareness and sensitivity to diversity and vulnerability and ability to tailor communications effectively to different contexts and audiences for maximum impact.
- Strong project management and delivery skills. Ability to balance several tasks at once, while prioritising and meeting deadlines.

**Leadership Passport Level**

Practitioners & Team Leaders	1 <sup>st</sup> Line Mngrs	2 <sup>nd</sup> Line Mngrs	Senior Mngrs
1	2	3	4

\* Indicates that training will be provided as part of the role in this skill

**CPD Requirements**

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**Professional Registration/Licences**

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**Special Conditions**

Own car for business use	Yes
Higher level vetting required	No
Requirement to wear Uniform	No
Requirement for post entry training	No
Fixed Hours	No
Weekend working expected	Yes - occasionally
Shift allowance	No
Fixed term or temporary role	Two-year fixed term

Politically Restricted	Yes				
On call/standby rota	No				
Flexitime Role	Yes				
Notice Period	1 week	<del>28 Days</del>	1 month	<del>3 months</del>	

Agile Profile (See Agile Matrix)					
Desk	Confidentiality	Email	Telephony	Paper	Hours
5	5	5	5	5	3