



THE POLICE AND CRIME COMMISSIONER FOR LINCOLNSHIRE LINCOLNSHIRE POLICE JOB DESCRIPTION	
JOB TITLE: COMMUNICATIONS AND PUBLIC AFFAIRS MANAGER POST NO: xxx	
GRADE:	SG7
DEPARTMENT:	Communications and public affairs shared service
ACCOUNTABLE TO:	Deputy Chief Executive
STAFF SUPERVISED:	12
LOCATION/WORK BASE:	Headquarters

JOB PURPOSE AND SCOPE:

The Commissioner and Chief Constable require a professional communications function to enable them both to undertake their respective roles, discharge their statutory duties and to support their organisations. The primary function of the shared service is to manage, maintain and enhance the reputation of the Police and Crime Commissioner, Chief Constable and Lincolnshire Police. It does this through contributing to the effective delivery of the Commissioner’s Police and Crime Plan, the Operational Policing Delivery Plan and supporting the Chief Constable’s Independent operational policing activities. The service’s activities contribute towards:

- Increased levels of trust and confidence in policing and the role of the Commissioner
- strengthened relations between the public and partners, and the Police and Commissioner
- reduced levels of crime
- the sourcing of intelligence that enables future policy development and service design

The Communications and public affairs manager leads the shared service and its staff and is responsible for the delivery of the range of communications and public affairs related services provided. This includes the development of corporate internal and external news-related communications (including web and social media) and the engagement and campaigns functions (including the tv and audio visual and the graphics and publications sections).

CORE WORK AREAS

1. To brief and advise the Police and Crime Commissioner, the Chief Constable and other chief and senior officers and support staff on all aspects of reputation management, news media, communications (internal and external), engagement and campaigns.

2. To be responsible for the development and implementation of appropriate strategies and delivery plans for the work of the service, ensuring the requirements of the Chief Constable and Police and Crime Commissioner are met.
3. To be responsible for the reactive and proactive news service to the media & public.
4. To be responsible for the Force Web Site, the web site of the Police and Crime Commissioner and the Force Intranet Sites and to ensure the sites are compliant with current accessibility and other related laws governing the Internet.
5. To be responsible for the Graphic Design & Publications function and ensure provision of the facility to produce internally, high quality print products for internal and external promotional marketing use.
6. To be responsible for the TV & Audio Visual production unit and the facility to deliver a high quality multi-media production service for internal and external use. To also ensure the provision of broadcast interview training facilities within the unit.
7. To be responsible for the development and implementation of policies and procedures related to the use of social media.
8. To be responsible for all pro-active campaigns, engagement, consultation and surveying activity.
9. To ensure the development and maintenance of effective and professional working relationships with all media editors and representatives with an interest in Lincolnshire and beyond including regional and national organisations.
10. To ensure the efficient response to the media and communications aspects of critical incidents with a view to protecting and promoting positively the reputation of the Force and the Police and Crime Commissioner.
11. To establish and monitor professional standards, working practices and training for members of the Communications and Public affairs shared service staff and other officers and staff who deal with the media.
12. Where appropriate to act as Force spokesperson on issues affecting the Force.
13. To organise and oversee media-related training courses and events, for both internal and external delegates, with a view to ensuring generating income and enhancing the national reputation of the organization.
14. To seek out and exploit opportunities for generating income from external use of the TV and Audio Visual Unit facilities.
15. To have a working knowledge of media related law and criminal law relating to the media (Contempt/Human Rights/Data Protection etc)
16. To oversee and contribute to the on-call rota system to ensure an efficient out of hours service for major incidents and an advisory service to the Force on media related issues.
17. To ensure that Communications and Public Affairs Shared Service staff adhere to the Force equal opportunity and harassment policies and take prompt action to address inappropriate behaviour and handle any issues sensitively and confidentially.
18. To ensure that all Communications and Public Affairs Shared Service staff engage in continuing professional development as required to keep abreast of new developments and industry best

practice in their areas of expertise.

19. To be prepared to make a contribution regionally and nationally where appropriate in the context of police and media related issues.
20. To be responsible for the departmental budget.

OTHER DUTIES:

The post holder will be required to undertake such other duties as may be determined from time to time within the general scope of the post. Duties and responsibilities outside the general scope of the post will only be required with the further consent of the post holder.

EQUALITY AND DIVERSITY:

The post holder is required to carry out their duties in a way that supports the Force Diversity strategy

HEALTH AND SAFETY:

The post holder will take all reasonable care of themselves and of others who may be affected by their acts or omissions.

Job description written by: Deputy Chief Executive
Date: March 2014