



Job Title: Head of Corporate Communications

Responsible to: Deputy Chief Constable (under review)

Job summary

The Head of Corporate Communications will lead and manage the corporate communications service provision for the Police Service of Northern Ireland (PSNI). The role will develop and deliver an integrated communication strategy, including “Digital by Default”, to support the PSNI’s policing priorities and objectives. The role will provide engagement and media relation support and advice to the Chief Constable and members of the Service Executive Team.

About the PSNI

Vision: To help build a safe, confident & peaceful society

Northern Ireland continues to develop and thrive. It is the role of the PSNI to collaborate with the Northern Ireland Executive, statutory bodies, business, community and voluntary groups to help them build a safe, confident and peaceful society.

Purpose: Keeping people safe

The PSNI will work with partners and communities to keep people safe, through frontline service delivery and enabling services.

Preventing harm by working with our partners to foster trust, resilience and citizen involvement, reduce offending and prevent crime.

Protecting citizens and communities, particularly the most vulnerable, by delivering professional policing operations and services in accordance with human rights standards.

Detecting offences and investigating suspects, by working with justice partners to carry out professional investigations and deliver prompt, visible, and fair outcomes. This will build the confidence of victims, witnesses and communities.

How: Policing with the community

We are at our strongest when we work in partnership with communities and when we involve those communities in policing. We best achieve this by demonstrating the following behaviours:

1. Accountability

Accountability is the fundamental building block to securing trust and legitimacy for any Police Service. It is the way to earn public co-operation, collaboration and information. Accountability helps us achieve our policing purpose of keeping people safe.

2. Acting with fairness, courtesy and respect

Fairness, courtesy and respect are the minimum standards for how we treat others, both inside and outside the organisation. These standards are non-negotiable no matter the context or provocation to act otherwise, and are key to securing our communities’ confidence and trust.

3. We will be collaborative in our decision making

Decisions are often too important, complex or far-reaching to be left to the police alone, which is why collaborative decision making is vital. Collaborative decision making is based upon the concepts of partnership and engagement, but takes it a step further and outlines the critical need for clear decisions to be made. This process has at its core collective responsibility and accountability.



Involving others shares the opportunity behind every challenging and important decision. These behaviours will also guide how we treat each other within the organisation.

Who: The Police Service of Northern

We are a diverse group of people who strive to be representative of the communities we serve in both our staff profile and culture. We are proud to serve the people of Northern Ireland and to work as part of an organisation which is committed to keeping people safe within this society.

Background (About the role in the context of the PSNI)

The Police Service of Northern Ireland (PSNI) has an overall purpose of keeping people safe. We achieve this goal through policing with the community and partners. The organisation's ambition is to build a safe, confident and peaceful society.

The PSNI is a non-departmental public body (NDPB), sponsored by the Department of Justice (DoJ) and funded by supply grants from the Northern Ireland Consolidated Fund. The work of the PSNI is overseen through a system of accountability structures, including the Northern Ireland Policing Board, the DoJ and the Police Ombudsman for Northern Ireland.

The PSNI currently employs approximately 6,700 full-time regular police officers, over 400 part-time reserve constables and 2,450 police staff.

The Head of Corporate Communications is a high-profile role that plays a significant part in supporting the reputation of the organisation and our purpose of keeping people safe. The post-holder will be a communications professional with significant management experience in a similar high-profile role. They will be equally comfortable in a corporate communication environment and leading a programme of change across the department.

Main functions

The Head of Corporate Communications' broad remit requires the office holder to lead in many areas.

Stakeholder Engagement

- Advise on an engagement strategy for the Chief Constable and Deputy Chief Constable.
- Support senior management in identifying and maintaining their relationships with key partners and organisations.
- Increase the organisation's capacity and capability to manage strategic risks with due regard to the views of stakeholders.
- Work directly with the Chief Constable and Deputy Chief Constable to ensure that the PSNI is positioned to inform and influence the direction of the public safety and public service reform agenda, supporting the PSNI's vision of a safe, confident and peaceful society.
- Develop and expand the Chief Constable and Deputy Chief Constable's contact with senior levels of other public bodies (including government, political advisors, National Policing Bodies, NGOs, and academics) to inform their understanding of policing and the PSNI in the broader criminal justice and community safety context.
- Understand the implications of emerging strategic issues to identify create and implement communications for dialogue with key partners.



Public affairs

- Develop strategic responses, position papers and speeches for the Chief Constable and Deputy Chief Constable.
- Prepare briefing papers and reports for the Chief Constable and Deputy Chief Constable on a range of complex issues. These documents must be accurate and consistent, providing up-to-date information and analysis.
- Provide appropriate and effective political engagement at all levels.

Digital communications

- Developing, directing and leading the PSNI corporate communications digital communications strategy.
- Embedding a new digital strategy across the team and department.
- Drawing on insight and best practice.
- Leading on strategic planning and production of all digital products to deliver integrated communication which is digital by default.
- Leading a team of specialists who are responsible for all of the digital by default communication outputs.
- Acting as a standard setter for digital professionalism, and leading on developing digital capability both for digital professionals in the team and in the organisation more generally.
- Develop a Corporate Communications Department Digital Communications Strategy, articulating a clear digital narrative, both internally and externally.

External communications

- Develop compelling, strategic narratives that:
 - ensure the PSNI is effectively represented to external audiences
 - contribute to public confidence
 - reduce fear of crime
 - inform the public about the work of the PSNI in the context of criminal justice
- Develop and expand the PSNI's senior level contact with other public bodies (including local and national government, independent think tanks, and political advisors) to inform their understanding of policing in the context of criminal justice.
- Identify digital synergies between partner organisations to create operational efficiency and value for money.



Internal communications

- Manage internal communication strategies to ensure appropriate, accurate and fit-for-purpose messaging.
- Work with partner agencies to develop, enhance and manage the PSNI's reputation.
- Work with senior PSNI colleagues to plan and implement the service's strategic and tactical communication needs.

Budgets and staff

The Head of Corporate Communications is responsible for a branch of approximately 24 staff in the PSNI's Corporate Communications Department, currently located in Police Headquarters, Belfast.

The office holder is directly accountable for a sizeable budget (in addition to salary costs). They have the authority to influence spend and must comply with government accounting rules by preparing the business case for each spend and ensuring value-for-money.

The role holder will be responsible for leading and developing the Corporate Communications Team, promoting a culture of transparency and accountability within the Department

Resources and reporting

The Head of Corporate Communications role is a Strategic Adviser to the Service Executive Team. The role holder will initially report directly to the Deputy Chief Constable however, this is structure under review.

Nature of the role

The Head of Corporate Communications is a high-profile role that plays a significant part in supporting the reputation of the organisation and our purpose of keeping people safe. The post-holder will be a communications professional with significant management experience in a similar high-profile role. They will be equally comfortable in a corporate communication environment and leading a programme of change across the department.

Specification

This role is for a seasoned Media/Public Relations expert with five years' experience leading a team of media experts in a diverse range of specialisms. It is desirable for the office holder to hold a degree or equivalent professional qualification in a relevant specialism and full membership of a relevant professional body, such as Chartered Institute of Public Relations.



Person specification

CATEGORY	ESSENTIAL	DESIRABLE
Qualifications		Degree or equivalent professional qualification in relevant specialism Full membership of a relevant professional body for example Chartered Institute of Public Relations
Experience	Minimum of 5 years' experience in managing communication or engagement in a large organisation And Experience of introducing or developing a digital strategy for a large organisation.	Experience of working in the public sector and working in a sensitive political environment Understanding of political and policing issues in Northern Ireland Experience of liaising with government press departments Experience of providing input into corporate policy
Other	Must be computer literate Must have full current driving licence that enables you to drive in Northern Ireland and a car available for official business use or access to a form of personal transport that will enable you to meet the requirements of the post in full.	

Short listing will be carried out on essential criteria. Please note in some instances, e.g. where there is a high volume of applicants, desirable criteria may be used.



<p>Personal Behaviours</p>	<p>Accountability</p>	<p>Serving the public - Promotes a real belief in public service, focusing on what matters to the public and will best serve their interests. Ensures that all staff understands the expectations, changing needs and concerns of different communities, and strive to address them. Builds public confidence by actively engaging with different communities, agencies and strategic stakeholders, developing effective partnerships at a local and national level. Understands partners' perspectives and priorities, working co-operatively with them to develop future public services within budget constraints, and deliver the best possible overall service to the public.</p> <p>Leading strategic change - Thinks in the long term, establishing a compelling vision based on the values of the Police Service, and a clear direction for the service. Instigates and delivers structural and cultural change, thinking beyond the constraints of current ways of working, and is prepared to make radical change when required. Identifies better ways to deliver value for money services that meet both local and national needs, encouraging creativity and innovation within the service and partner organisations. Ensures that accountability and governance frameworks are in in place and effective.</p> <p>Leading the service - Inspires people to meet challenging organisational goals, creating and maintaining the momentum for change. Gives direction and states expectations clearly. Talks positively about policing and what it can achieve, building pride and self-esteem. Creates enthusiasm and commitment throughout the service by rewarding good performance, and giving genuine recognition and praise. Promotes learning and development within the service, giving honest and constructive feedback to colleagues and investing time in coaching and mentoring staff.</p> <p>Managing Performance - Translates the vision into action by establishing a clear strategy and ensuring appropriate structures are in place to deliver it. Sets ambitious but achievable time scales and deliverables, and monitors progress to ensure strategic objectives are met. Identifies and removes blockages to performance, managing the service and resources to deliver maximum value for money. Defines what good performance looks like, highlighting good practice. Confronts under-performance and ensures it is addressed. Promotes the IPR process and undertakes all reporting officer and countersigning officer activities within required time scales Delegates responsibilities appropriately and empowers people to make decisions, holding them to account for delivery.</p>
	<p>Courtesy, fairness & respect</p>	<p>Professionalism - Acts fairly and with integrity, in line with the values and ethical standards of the Police Service. Delivers on promises, demonstrating personal commitment, energy and drive to get things done. Defines and reinforces standards, demonstrating these personally and</p>



		<p>fostering a culture of courtesy, fairness, respect and personal responsibility throughout the service. Asks for and acts on feedback on own approach, continuing to learn and adapt to new circumstances. Takes responsibility for making tough or unpopular decisions, demonstrating courage and resilience in difficult situations. Remains calm and professional under pressure and in conditions of uncertainty. Openly acknowledges shortcomings in service and commits to putting them right.</p>
	Collaborative decision making	<p>Decision making - Assimilates complex information quickly, weighing up alternatives and making sound, timely decisions. Gathers and considers all relevant and available information, seeking out and listening to and evaluating advice from stakeholders, partners and specialists as appropriate. Asks incisive questions to test facts and assumptions, and gain a full understanding of the situation. Identifies the key issues clearly, and the inter-relationship between different factors. Considers the wider impact and implications of different options at a local and national level, assessing the costs, risks and benefits of each. Prepared to make the ultimate decision, even in conditions of ambiguity and uncertainty. Makes clear, proportionate and justifiable decisions, reviewing these as necessary.</p> <p>Working with others - Builds effective working relationships through clear communication and a collaborative approach. Maintains visibility and ensures communication processes work effectively throughout the service and with external bodies. Consults widely and involves people in decision-making, speaking in a way they understand and can engage with. Treats people with respect and dignity regardless of their background or circumstances, promoting equality and the elimination of discrimination. Treats people as individuals, showing tact, empathy and compassion. Negotiates effectively with local and national bodies, representing the interests of the Police Service. Sells ideas convincingly, setting out the benefits of a particular approach, and striving to reach mutually beneficial solutions. Expresses own views positively and constructively. Fully commits to team decisions.</p>



General information for applicants

Job title:	Head of Corporate Communications (Grade 5)
Location:	Greater Belfast
Department:	Corporate Communications Department
Hours of Work:	42 hours, gross per week
Job Information:	This is a role for an experienced professional in the field of Media and Digital Communications
Salary:	£68,961 - £79,058
Pension Scheme:	Generous Pension Scheme. PSNI operates a Voluntary Contributory Pension Scheme. Full details will be provided to successful candidates.
Sick Pay Scheme:	An occupational sick pay scheme is in operation.
Environmental Allowance:	An environmental allowance of up to £574 per annum.
Annual Leave:	30 days' annual leave on entry plus 12 statutory days.
Additional Information:	<p>Successful candidates may on occasions be required to travel throughout and outside of Northern Ireland for business purposes.</p> <p>Paragraph 8 of Schedule 3 to the Police Act states a person is disqualified from being an independent member of the Policing and Community Safety Partnership if they are a member of the police support staff.</p> <p>Further information will be provided as to the nature of the selection methodology</p>
Substance Testing:	<p>The PSNI has a substance misuse policy which includes testing of biological material for history of use of substances listed under the Misuse of Drugs Act 1971. All successful applicants will be required to undergo a drug screening test prior to being offered an appointment as a police staff member with the PSNI. The biological material to be sampled as part of the pre-appointment process will usually be hair. Those who return a positive result will not be offered an appointment within PSNI. Refusal to offer an appointment will not prevent applicants from applying for future recruitment processes for PSNI.</p> <p>The substance misuse testing will be managed by an independent contractor.</p>
Vetting	Successful candidates, upon appointment, will be a direct recruit of the Police Service of Northern Ireland. As such candidate must be willing to undergo and understand that the position is subject to successful Police and Security vetting.
GDPR	<p>The information you have provided on this form will be held under the provisions of the Data Protection Act 2018 and the General Data Protection Regulations (GDPR).</p> <p>For further information in how PSNI use your personal data please view the PSNI Privacy Notice at</p> <p>https://www.psni.police.uk/advice_information/information-about-yourself/adultprivacynoticepage/</p>