**TITLE OF POST: CORPORATE COMMUNICATIONS MANAGER**

**ROLE/GRADE: SCALE POG (SCP 41-44)**

**RESPONSIBLE TO: HEAD OF POLICY AND ENGAGEMENT**

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**MAIN PURPOSE OF ROLE:**

To develop and deliver corporate communications strategies for internal and external stakeholders; providing comprehensive and professional corporate communications support and advice to promote the corporate aims and objectives of the Service. To manage the corporate communications & creative services team and ensure it achieves its objectives.

**1 MAIN DUTIES AND RESPONSIBILITIES**

1. To promote the Service Vision, ‘Creating the Safest Community’.
2. To oversee the development and delivery of corporate communications strategies to promote the full range of fire and rescue service activities to internal and external stakeholders, including staff, partner agencies, local communities, local businesses and the media.
3. To provide communications and creative services advice to the senior management team, Fire Authority and other managers.
4. To develop and deliver internal and external communications strategies for change management in relation to the national modernisation agenda, Integrated Risk Management Plan and organisational change, working closely with SMT and holding principle responsibility to ensure key messages are communicated effectively.
5. To work closely with senior managers in supporting and promoting business strategy in collaboration with partner agencies.
6. To manage and motivate a multi-disciplinary team.
7. To oversee the management of day to day media activities for the service, ensuring the publicity potential of service events and specific incidents is appropriately maximised. This includes:
8. To anticipate, prepare and respond to external media stories relevant to the Fire and Rescue Service.
9. To manage and deliver press conferences and media events.
10. To provide internal guidance for managing media enquiries, and provide media training for senior managers and other managers in relevant roles.
11. To provide media management support for major incidents, ensuring media messages are controlled, consistent and compliant with corporate policy and communications strategy. This may include out of hours’ media management as required.
12. To lead on crisis communications and be responsible for the media and communications plan for large scale incidents, major disruptions and business continuity.
13. To work closely with prevention & education (P&E) to deliver key community safety and fire safety messages and develop external communications plans to promote P&E campaigns.
14. To manage and promote the service’s corporate identity, branding and promote its correct and consistent use.
15. To advise and support SMT on internal communications initiatives to promote visible leadership, including staff briefings, visit programmes and internal events.
16. To oversee the development of internal and external communications materials for the service, including identifying opportunities, drafting/editing copy, agreeing images for inclusion and overseeing the creative design and production.
17. To manage the corporate communications & creative services work plan, overseeing the successful fulfilment of work requests to the highest possible standards which meet the needs of the service and within the scope of the team.
18. To be responsible for the ongoing development and management of the service’s website and intranet ensuring content is engaging, accurate, up to date and supports the service’s requirements.
19. To be responsible for the ongoing development and management of the service’s social media platforms, ensuring content is engaging, timely and accurate. To develop and promote the service’s corporate social media policy.
20. To manage communications plans to support consultation and engagement activities with internal and external stakeholders.
21. To provide timely and accurate management information and reports for senior management which meet statutory obligations, facilitate strategic decision making, help inform policy development and assist in planning.
22. To be fully compliant with relevant legislation in accordance with the Data Protection and Freedom of Information Acts and ensure standards of good practice are maintained.
23. To fulfil budget management, performance assessment and project management responsibilities.
24. To attend conferences and meetings to represent the interests of the service and develop networks inside and outside the service, including partners, local authorities, MPs and professional bodies. To attend internal and external training courses as necessary.
25. To undertake any other duties appropriate to the post.
26. **HEALTH AND SAFETY (GENERAL POLICY)**
	1. By reference to current health and safety legislation and the Service's Health and Safety Policy to

ensure that all employees:-

* 1. Take reasonable care for their own health and safety.
	2. Consider the safety of other persons who may be affected by their acts or omissions and to

 cooperate with their employer to perform and comply with any duties or requirements imposed

 upon them.

* 1. Work with machinery, equipment and substances in accordance with information and training

 provided.

* 1. Refrain from intentionally misusing or recklessly interfering with anything that has been provided for

 the purpose of health, safety and welfare.

* 1. Report any hazardous defects in plant and equipment, or shortcomings in the existing safety

 arrangements, to a responsible person without delay.

* 1. Conduct line management responsibilities in relation to Section 2.1 of the Service’s Health, Safety

 and Welfare Manual.

**3 EQUALITY AND DIVERSITY (GENERAL POLICY)**

3.1 To be responsible for managing equality and diversity policies through leadership and a positive attitude to secure continuous improvement in organisational culture.

3.2 To ensure an understanding and commitment to diversity and equality in accordance with service policies and procedures and demonstrate positive promotion of equality and diversity principles through working to the Service’s core values.

3.3 To champion the principles of equality and diversity and provide appropriate advice, guidance and support.

3.4 To challenge inappropriate behaviour and non-compliance with equality and diversity policies, procedures and principles.

**4 SAFEGUARDING**

4.1 To promote the application of the Authority’s Safeguarding Policies.

5 **ENVIRONMENT STRATEGY**

5.1 To demonstrate an understanding and commitment to the Service’s environment strategy, in relation to the environment and carbon reduction policies