

TITLE OF POST: HEAD OF COMMUNICATIONS AND CORPORATE AFFAIRS

GRADE: POK SCP 46 - 49

RESPONSIBLE TO: AREA MANAGER, STRATEGY AND PERFORMANCE

MAIN PURPOSE OF JOB:

The Head of Communications and Corporate Affairs is responsible for providing Policy advice, leadership, strategic vision and management of the Service's Internal and External Communication activities to support the vision and delivery of Creating the Safest Community.

Reporting to the Area Manager Strategy and Performance, you will contribute to our strategic goals by shaping and driving the Communications and agenda, through departmental policies as well as ensuring efficiencies and quality service at all times.

1. LEADERSHIP DUTIES (GENERAL POLICY)

- 1.1 To promote the Service Vision, 'Creating the Safest Community'.
- 1.2 To lead the efficient management and delivery of departmental activities within the function.
- 1.3 Lead the consultation on the Authority's strategic and Integrated Risk Management Plans.
- 1.4 Lead the development, management and evaluation of strategic organisational projects and activities relative to the work of the Communications, Media and Corporate Affairs department by applying appropriate management strategies.
- 1.5 Support and coordinate the development and implementation of all relevant departmental policies and procedures in line with relevant national policy and ensure compliance in relation to all relevant regulations and legislation.
- 1.6 To take the lead on preparation, monitoring and review of revenue and capital budgets as appropriate.
- 1.7 Continuously review working practices to identify and lead on change programmes to promote continuous improvement.
- 1.8 Encourage appropriate and robust quality and assurance systems within the department.
- 1.9 Establish, develop and maintain positive and effective liaison links with appropriate organisations and partners as required
- 1.10 Maintain and build public trust and confidence in the Service through the effective use of Social Media and other channels.

- 1.11 Prepare and produce quality management reports for consideration by the Fire Authority, Executive Leadership Team and other groups.
- 1.12 Ensure the implementation of effective business continuity plans which offer an appropriate level of resilience to the Service, where required.
- 1.13 Inspire the performance of our people through transparent, structured Personal Development Reviews. Driving performance through objective setting, timely reviews and where required structured development plans.
- 1.14 Ensure complete compliance with GDPR and Data Protection Regulations and to ensure data security is maintained.
- 1.15 Represent the Service at both internal and external meetings, national forums and events as appropriate.
- 1.16 Undertake any other duties as directed.

2. ROLE SPECIFIC DUTIES

- 2.1 To understand the, sometimes complex, operations of the organisation and translate this into coordinated activity which improves the reputation of TWFRS with key audiences.
- 2.2 To provide specialist advice and strategic input into planning, delivery/commissioning and management of key service priorities.
- 2.3 Provide professional advice, support and guidance in relation to organisational policies to both internal and external stakeholders.
- 2.4 To provide professional guidance to Principal Officers, Executive and Senior leaders in the development, implementation and communication of organisational policies and strategies which help establish clear business goals.
- 2.5 To provide an assessment of the potential impact of political economic and social policy on the Service and provide an assessment of the longer term considerations needed to address future strategic needs
- 2.6 Contribute to meeting the Service's goals and priorities by supporting the delivery of quality, consistent and value for money services through effective service and business planning, budget and performance management.
- 2.7 Lead and manage the relevant teams.
- 2.8 Contribute to meeting political and financial objectives by developing and supporting the innovation of service delivery methods and improving outcomes.
- 2.9 Actively engage stakeholders, work collaboratively with partners and manage allocated resource/teams to ensure delivery of specific projects or cross service priorities.
- 2.10 To lead the management of day to day media activities for the service, ensuring the publicity potential of service events and specific incidents is appropriately maximised.

- 2.11 Supporting the Executive Leadership team to anticipate, prepare and respond to external media stories relevant to the fire and rescue service.
- 2.12 Manage and deliver press conferences and media events.
- 2.13 Provide internal guidance for managing media enquiries, and provide media training for senior managers and other managers in relevant roles.
- 2.14 Lead on Crisis Communications, 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.
- 2.15 Work closely with the Prevention and Education and Fire Safety departments to maximise the impact and delivery of key community safety messages and campaigns.
- 2.16 Manage and promote the Service's corporate identity and branding, and promote its correct and consistent use through language, imagery and graphic design.
- 2.17 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 process to ensure accessibility.
- 2.18 Manage the department's 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.
- 2.19 Be responsible for the ongoing development and management of the service's website and intranet ensuring content is accessible, engaging, accurate, up to date and supports the service's requirements.
- 2.20 Be responsible for the ongoing development and management of the service's social media platforms, ensuring content is engaging, timely and accurate. Use analytics to monitor performance. To develop and promote the service's corporate social media policy.

3. HEALTH AND SAFETY (GENERAL POLICY)

- 3.1 By reference to current health and safety legislation and the Service's Health and Safety Policy to ensure that all employees:-
 - 3.1.1 Take reasonable care for their own health and safety.
 - 3.1.2 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.
 - 3.1.3 Work with machinery, equipment and substances in accordance with information and training provided.

- 3.1.4 Refrain from intentionally misusing or recklessly interfering with anything that has been provided for the purpose of health, safety and welfare.
- 3.1.5 Report any hazardous defects in plant and equipment, or shortcomings in the existing safety arrangements, to a responsible person without delay.
- 3.1.6 Conduct line management responsibilities in relation to Section 2.1 of the Service's Health, Safety and Welfare Manual.

4. EQUALITY AND DIVERSITY (GENERAL POLICY)

- 4.1 To be responsible for managing equality and diversity policies through leadership and a positive attitude to secure continuous improvement in organisational culture.
- 4.2 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.
- 4.3 To champion the principles of equality and diversity and provide appropriate advice, guidance and support.
- 4.4 To challenge inappropriate behaviour and non-compliance with equality and diversity policies, procedures and principles.

5. SAFEGUARDING

- 5.1 To promote the application of the Authority's Safeguarding Policies.

6. ENVIRONMENT STRATEGY

- 6.1 To demonstrate an understanding and commitment to the Service's Environment Policy, in relation to the environment and carbon reduction policies.