

ROLE PROFILE Part1	Role Title	EXTERNAL ENGAGEMENT MANAGER (COMMUNITIES)		Dept /LPA	CORPORATE COMMUNICATIONS
		VETTING LEVEL			
Grade/Rank	PO3				
Responsible To	Head of Communications				
Staff Line Managed	Communications Officers				

Reviewed by (Manager)	Ben Pratt	Date	15/08/2022
Purpose of Job	Oversee communications activity for a specified geographical area of the force, promoting local policing priorities and focusing on issues that have the biggest impact using all available communication channels		
Key Accountabilities	1. Provide first line management to staff, including, but not limited to, the recruitment and selection of new staff, training and developing, managing performance and wellbeing in line with the relevant force policies and procedures. 2. Proactively develop the creative capabilities within the team, ensuring that the right skills and tools are in place to create engaging and easy to understand content for publication on a variety of communications channels. 3. Act as a strategic advisor to District Commanders and other relevant leaders in force, ensuring that internal and external communication requirements are understood to enable the delivery of effective, relevant and timely communications. 4. Produce a monthly report analysing communications activity undertaken through both traditional and digital channels, using public confidence data to assess the success of the communication channels used. 5. Present any findings identified in the monthly analysis at area performance meetings to build understanding, inform community engagement priorities and to develop and improve public confidence. 6. Oversee the development and delivery of district communications plans, undertaking regular reviews to ensure a focus on district communication priorities. 7. Support the Digital Engagement team Managers in analysing and improving the use of digital communication channels within districts, providing feedback and training where required. 8. Demonstrate a collaborative approach to leadership, working closely with other managers within the Corporate Communications Department and other senior leaders throughout Hampshire Constabulary. 9. Build strong relationships with local, regional and national partners to identify best practice, ensuring a coordinated communications approach is delivered and appropriate ownership is taken on issues where police do not lead. 10. Work with colleagues to deliver communications relating to behavioural change.		

	11. Play an active role within the Hampshire and Isle of Wight Local Resilience Forum response in order to meet our statutory obligations to warn and inform the public. 12. Act as the strategic communications advisor on operational gold groups, ensuring that communications activity is managed effectively during major and critical incidents that impact communities to manage public confidence. 13. To contribute effectively to the department weekly planning process. 14. To give regular and effective service. Note: This role profile is designed to assist postholders with understanding what is expected of them in their role. Hampshire Constabulary may ask them to undertake other duties, as required, which are not necessarily specified on the role profile but which are commensurate with the grade of the post. The role profile itself may be amended from time to time within the scope and general level of responsibility attached to the post.
Additional Requirements	Maintain personal responsibility for collection, recording, evaluation, information sharing, review, retention and disposal of information in compliance with codes of practice and Guidance in the Management of Information, Information Security Policy, procedures and legislation. Serves as a member of the communications department Escalation Rota. The role holder may be required to visit other locations within Hampshire and the Isle of Wight, and therefore needs to have the ability to travel as necessary. All officers and staff must be aware of risk in relation to their role, please view the appropriate Health & Safety Risk Assessment for the role.
ROLE PROFILE Part2 CVF Recruitment Competencies	We are Emotionally Aware Level 2 We Take Ownership Level 2 We are collaborative Level 2 We Deliver, Support and Inspire Level 2 We Analyse Critically Level 2 Transparency
Education/Qualifications	Essential: Educated to QCF Level 6 in public relations, journalism, media studies, marketing or corporate communications OR work experience deemed to have brought the postholder to a comparable level. Desirable: Membership of an appropriate professional body.
Experience and Skills	Essential: A demonstratable and up-to-date working knowledge of media law. Previous experience of working in a journalism or senior communications role. Experience of working in a busy press office OR communications environment, which required regular contact with external stakeholders, including, but not limited to, media outlets. Effective written, verbal and content creation communication skills. Desirable: Previous experience of project management and working to strict deadlines.

	Previous experience working within a policing and/or public sector environment.				
Approved by HR	Jayne Beddall, Senior HR Advisor	Date	08/07/2022		
ROLE PROFILE Part3 CPD					
Competencies	All roles are expected to know, understand and act within the ethics and values of the Police Service.				
					
				Resolute, compassionate and committed	
				We are Emotionally Aware	Level 2
				We Take Ownership	Level 2
				Inclusive, enabling and visionary leadership	
				We are collaborative	Level 2
				We Deliver, Support and Inspire	Level 2
				Intelligent, creative and informed policing	
				We Analyse Critically	Level 2
				We are Innovative and Open Minded	Level 2
				Impartiality	
				Integrity	
				Public Service	
Transparency					
Underpinning Values					
Initial Development skills for new to role period	All staff are required to complete mandatory e-Learning including annual DSE and Fire Safety plus any role-specific training required.				
Continuing Professional Development					

Career Pathways