

## **WEST YORKSHIRE FIRE & RESCUE SERVICE**

### **JOB DESCRIPTION**

**POST TITLE:** Head of Communications

**GRADE:** EO2

**RESPONSIBLE TO:** Deputy Chief Fire Officer

**RESPONSIBLE FOR:** Communications Team

**PURPOSE OF POST:** To provide an efficient communications and media relations service to the organisation. Responsible for the development, establishment and implementation of effective communication strategies and policies. Ensuring all stakeholders are engaged with, and informed about the organisation's vision, values and service delivery. Creating policies and taking action to protect and develop the Service's reputation and public image.

### **MAIN DUTIES AND RESPONSIBILITIES**

1. Provide specialist strategic advice to the Management Team and Authority Members regarding communications and public relations.
2. Lead on the delivery of crisis communications management in the event of difficult and challenging situations to protect the reputation of the organisation.
3. Safeguard and maintain the identity of the WYFRS logo and the Service brand
4. Promote the vision of the organisation by developing, and sharing, information and communication both internally and externally
5. Develop, and maintain, a digital communications strategy to include growth in social media engagement, enhancing the customer journey on the web channel and continuously innovating with digital to refresh and improve internal and external communications
6. Undertake correspondence and meetings with members of parliament and other public representatives to promote the Service's strategic objectives and react to calls for action and requests for information.
7. Translate national policy, in a communication context, and lead on nationally required initiatives.
8. Work with other internal stakeholder to ensure that the Service's website and intranet positively reflect the organisation and are user focused and friendly in their content and navigation.
9. Establish, and maintain, effective relationships with key stakeholders.

10. Create a programme of engagement with a range of stakeholders to support the Authority in raising the profile of the organisation and gaining mutual understanding of the Service's vision.
11. Support external consultation campaigns
12. Representation of West Yorkshire FRS on national steering groups for communications and engagement.
13. Representing the Service within public forums where appropriate
14. Develop and implement an integrated communications strategy, working in partnership with staff, management, and external stakeholders to ensure consistent management of communications
15. Ensure communication strategies and business plans are directly linked to the Service's strategic objectives, and appropriately reflect national communications initiatives and best practice.
16. Carry out extensive horizon scanning to ensure that local and national best practice is reviewed and where appropriate incorporated into the delivery of communications outputs
17. Produce a robust media handling strategy to manage both proactive and reactive media information and ensure appropriate engagement with media representatives.
18. Build positive relationships with local media organisations.
19. Ensure the organisation has effective plans in place to provide a 24/7 public response to major incidents, in the context of media management as well as public warning and informing strategies.
20. Provide the escalation point for reputation management issues and emerging crises and advise the Chief Fire Officer and Board on crisis communications to minimise damage to the organisation's reputation.
21. Link with national and local organisations to ensure resilience communication outputs are appropriately aligned to give consistent messages in the event of a Major Incident.
22. Implement a robust internal communications framework to build and support a positive and inclusive culture.
23. Support the Chief Employment Services Officer in the delivery of the staff consultation and engagement agenda.
24. Ensure that all internal and external communications strategies are subject to continuous review and refresh.
25. Ensure continuous evaluation practices are put in place for all internal communications, both internal and external, to measure effectiveness and to inform and improve future outputs.
26. Provide systematic monitoring of external media coverage and social media engagement, ensuring that appropriate responses are provided where necessary.

27. Provide strong and visible leadership to all managers and staff and contribute to the development of corporate policy and decision-making activity.
28. Ensure that the communications function is positive, proactive, and influential in its contribution to the Service's strategic and operational planning processes.
29. Promote the vision, values, and goals of the organisation.
30. Manage, develop, and appraise staff in accordance with the Service's performance management policies and procedures.
31. As a member of the senior management team positively contribute to the delivery of the team's objectives.
32. Ensure that appropriate emergency and business continuity plans exist for your area of work and contribute to the development of robust Area/Corporate plans.
33. Actively manage the communications budget, to ensure financial balance.
34. Ensure that systems are in place to evaluate and review performance against agreed targets and performance indicators.
35. To Implement and promote the Authority's:
  - a. Health and Safety policies
  - b. Equality and Diversity policies
  - c. Information Security Management System policies
  - d. Safeguarding policies
36. To demonstrate and uphold the service values and to promote the organisation in a positive manner.
37. Responsibility for ensuring any data produced in relation to the post is accurate and current
38. Undertake any other duties commensurate with the grade of the post as directed by line management.

## PERSON SPECIFICATION/SHORTLISTING CRITERIA

To be shortlisted for the post you will need to demonstrate your ability to meet the requirements of the role by giving clear, concise **examples of how you meet each** of the following person specification criteria on your application form. On your application form, please list or number the competency criteria against which you are providing evidence/examples.

You will only be shortlisted from the details in the application form if you meet **all Essential criteria**, i.e. items you must be able to do from day one to be able to perform the role. If many applications are received, only those who also meet the Desirable criteria will be shortlisted, i.e. criteria you need to undertake the role, but which could be learnt during training.

There may be some criteria that are identified through 'Selection Process' only. **You will only be assessed on these criteria during the selection process and not from your application form**; this may involve tests, presentations, interview etc.

	<b>Experience</b>	<b>Essential/ Desirable</b>	<b>Where Identified</b>
1	Management experience in a public relations environment	Essential	Application
2	Experience of public engagement.	Essential	Selection Process
3	Knowledge of relevant legislation and codes of practice.	Essential	Application & Selection Process
4	Experience of developing short and long-term public relations strategy.	Essential	Application
5	Experience of crisis management and communications.	Desirable	Application
6	Experience of managing a team of staff.	Essential	Application
7	Experience of providing specialist advice to an organisation's executive team.	Desirable	Application
8	Experience of managing media campaigns in relation to industrial relations	Desirable	Application

	<b>Education and Training</b>	<b>Essential/ Desirable</b>	<b>Where Identified</b>
9	Educated to degree level or professional management qualification	Essential	Application
10	Hold a PR / journalist qualification at degree level	Essential	Application & Selection Process
11	Have undertaken Media Training	Essential	Application
12	A member of the Chartered Institute of Public Relations or demonstrable commitment to Continuous Professional Development	Desirable	Application

	<b>Special Knowledge and Skills</b>	<b>Essential/ Desirable</b>	<b>Where Identified</b>
13	Excellent verbal, presentational and written communication skills with experience of a Crisis Communications context	Essential	Application & Selection Process
14	Appreciation of both the local and national political environment in which the Fire and Rescue Service operate.	Essential	Application & Selection Process
15	Problem solving skills with the ability to act on decisions in highly complex situations, using own judgement.	Essential	Selection Process Only
16	Ability to provide strong communication support during a high-profile crisis	Essential	Selection Process only
17	Demonstrate excellent IT skills	Essential	Application & Selection Process
18	Strong motivational, influencing, and persuasive skills	Essential	Application & Selection Process
19	Able to make sense of conflicting priorities and reach effective and speedy solutions	Essential	Application & Selection Process
20	Able to assess risks, anticipate difficulties and successfully address them.	Essential	Application & Selection Process
21	Able to provide informed advice and judgements based on complex issues/information	Essential	Selection Process only
22	Demonstrable commitment to delivering high levels of customer service	Essential	Application & Selection Process
23	Demonstrates resilience, confidence, and self-belief when under pressure	Essential	Application & Selection Process
24	Demonstrates self-awareness which includes awareness of impact on others	Essential	Application & Selection Process
25	Has personal integrity	Essential	Application & Selection Process
26	Demonstrates a leadership style which is visible and engaging	Essential	Application & Selection Process
27	Demonstrates commitment to equality of opportunity, diversity, and inclusion	Essential	Application & Selection Process
28	Demonstrate an understanding of and ability to implement Health & Safety at work	Essential	Selection Process
29	Demonstrate commitment to good data quality within all areas of work	Essential	Selection Process

30	Ability and willingness to participate in the communications On-Call rota.	Essential	Application & Selection Process
31	Demonstrates commitment to the values and principles of public service	Essential	Application & Selection Process
32	Full UK driving licence	Essential	Application