

Job Description

A Post Details	
Job Title: Communications Planning Lead	Grade: B003
Department: Communications and Engagement	Division: Select Division
Reports to: -Chief of Staff	Contract Type: Select Contract Type
Level of Vetting: Baseline	Numbers in Post: 1
B Purpose of the Post	
<p>Working within the Communications & Engagement Department, the Communications Planning Lead will support the Chief of Staff with delivery of the strategy, brand and Employee Value Proposition. They will create and maintain a single communications and engagement grid and work across the department to ensure it provides a rolling 12 month view of all proactive activity. They will lead the creation of commissioning and ignition process and act as single point of contact for all work coming into the department. They will be responsible for prioritisation, internal customer services and allocating new or reactive work in a way that ensures that it is given the correct priority and relevant skills sets from across the department. They will need to be able to build relationships with colleagues from across BTP/BTPA at all levels as they will operate with significant independence, dealing with and responding to issues brought to their attention as a first point of contact for the communications and engagement, ensuring an excellent customer service provision.</p>	
C Dimensions of the Post	
<p>Financial – Direct or Non-Direct</p> <p>May have budgets allocated to them in the delivery of projects for the department.</p> <p>Staff Responsibilities – Direct or Non-Direct</p> <p>Direct line management of 1 x Communications Apprentice (A005)</p> <p>Non – direct: influences the work undertaken across the whole department through the planning of the communications grid and the commissioning of work coming into the department. They will decide on who is assigned to new and/or reactive work and on the priority of existing work, bumping activities down the queue where appropriate.</p> <p>Any Other Statistical Data</p> <p>The communications and engagement team provide services critical to British Transport Police being able to professionally communicate and engage with its workforce, the media, stakeholders and the public, in order to deliver its strategic objectives and values. The role of the Communications Planning Lead is critical to the department offering a good service to its internal customers across BTP/BTPA. They must successfully convert the strategy and any functional plans into a rolling 12 months communications grid, giving the whole force oversight of the work being undertaken and key dates and anniversaries. They will act as a single point of contact for new work coming into the department and manage all commissioning, ignition and prioritisation processes – making sure that the customer is kept informed and up to date.</p>	
D Principal Accountabilities	

Lead the work to establish and bring to life a BTP communications grid, ensuring it aligns to the strategy. Liaise with colleagues across the department to ensure this grid provides a rolling 12-month oversight of all activity, key dates, anniversaries, local and national campaigns, events, and messaging.

Design, implement and run commissioning and ignition processes and supporting planning and delivery meetings to ensure that all request for work that come into the department are considered, prioritized and allocated properly, that briefings are thorough and that customers are kept up to date on decisions and timelines.

Be the first point of contact for reactionary requests for communications and engagement support to critical incidents or local projects, providing local leaders with a key point of contact into the department and moving them away of them requesting direct support from the individual teams and functions.

Own and monitor the departmental KPIS providing update to the Head of Department and Functional Leads. Liaise with partners across BTP/BTPA who have a service level agreements and MOUs to ensure that the services received match those expected and act as a SPOC for escalation of any concerns or issues.

Oversee a review of all departmental processes, policies, procedure and activities ensuring they are aligned to delivering the communications and engagement strategy and the departmental service catalogue.

Design and take responsibility for conducting a skills audit, which will be used to identify individual and team training needs. Undertake horizon scanning to identify training courses, opportunities and external providers and arrange training to support a high performing communications department.

Support the Internal Communications Lead in the management of the banked resource pool, ensuring they are seen as part of the wider team, remain engaged with BTP and can be drawn upon in times of high demand or where specialist skills and experience are required.

Support the development of a new team culture through the organization of departmental activities (e.g. team meetings, away days, development days) ensure these are aligned to the framework for people development and help to create a one team ethos and build commitment to working collaboratively to deliver shared goals.

Lead on the delivery and project management of continuous improvement work that is designed to enhance the ways of working or services offered by the new department. This could include leading policy or process reviews, project managing the identification and implementation or new software, supporting the People Communications team with the delivery of the 'All people survey' or supporting the Chief of Staff with the creation and launch of a new strategy and the commissioning and delivery of a new employee value proposition.

Support the Chief of Staff in managing the development of brand identity guidelines and a brand guardianship policy, working with the relevant experts within the department to produce fit for purpose products for the department and wider force.

Work with the relevant teams across the department and the Data Transformation programme to ensure that there is access to analytics and PowerBi dashboards to aid insight and evaluation which will facilitate the creation of communications products that are tailored to the needs of the audience. Ensure that integration factors are considered in any projects or work to bring in new tools or software.

Oversee and co-ordinate the delivery of a number of public facing corporate publications annually, including but not limited to the annual report, policing plans, public consultation and rail staff survey.

Line manage the Communications Apprenticeship role, ensuring that they get a well-rounded experience of comms and provide tactical support to the different functions.

E Decision Making

<p>Makes Decisions</p> <p>Decides upon the prioritisation and scheduling of activities across the department.</p> <p>Decides on which resources to best allocate to new work coming into the department, liaising with the functional leads where needed.</p> <p>Significant Say in Decisions</p> <p>Makes an initial assessment of tasks and work requests that are suitable for the communications and engagement department to complete.</p> <p>Makes recommendations to the Chief of Staff and functional Heads relating to the training requirements and development opportunities.</p>
<p>F Contact with Others</p>
<p>Internal</p> <p>Lead across the force in their capacity as the first point of contact for requests for work/activities coming into the department and in the delivery of decisions, updates and timelines of when work might be completed. They will also need to ensure adequate information is provided and challenge the submission of incomplete briefs or work requests.</p> <p>Liaison with senior leaders when assessing the delivery of services against SLAs/MOUs or when acting as an escalation point where services delivered do not meet those that were agreed.</p> <p>Liaison with BTP departments in their role of the delivery of continuous improvement work and projects on behalf of communications</p> <p>External</p> <p>Liaison with external suppliers in the delivery of continuous improvement projects, event management and work on BTP/BTPA publications including but not limited to existing or potential suppliers.</p>
<p>G Essential Criteria</p>
<p>Qualifications and Training:</p>
<p>Educated to degree level in a relevant subject or equivalent work experience</p> <p>A project or programme management qualification such as APM Practitioner or MSP</p>
<p>Experience:</p>
<p>Experience of working in a Communications and/or Engagement team with a track record of delivering a communications grid and commission/ignition processes.</p> <p>Experience of working in an environment that is heavily customer focused and demonstrable track record of providing a range of planning and business management services to support the delivery of the team/function/department.</p> <p>Familiarity with the specialisms of communications and engagement, with a solid understanding of internal and external impact.</p>

Experience of turning strategy into action with proven ability of turning a number of seemingly unconnected tasks and activities into a single cohesive plan.

Experience of providing a departmental planning and/or commissioning service with a track record of being able to navigate a vast array of competing work and make recommendations relating to scheduling and re-prioritisation.

Experience of project management with a track record of delivering on time and in budget

Experience of event management, delivering on a national basis and against competing operational or business requirements

Experience of organising and chairing meetings and delegating actions, able to harness people's skills and get people to work together towards a shared outcome.

Demonstrable track record of building solid networks and working relationships across varied disciplines.

Skills:

An excellent planner, with the proven ability to review vast workloads, manage competing priorities and produce a workable plan turning strategic intent into tactical action.

An analyser, with the ability to review competing priorities and offer a view to the order in which they should be undertaken. Also has the ability to differentiate wants from needs and provide justification where a want cannot be delivered.

A confident communicator, with the gravitas to be able to respond to requests for work, task people across the department, deliver unpopular updates and respond to challenges from senior leaders.

Highly motivated, with the ability to work under minimal supervision and on behalf of the department.

Excellent resilience and time management with the ability to work in a fast paced and high-pressured environment.

Excellent interpersonal skills and the ability to negotiate and influence people, both internally and externally, to achieve positive outcomes for BTP/BTPA.

An excellent organiser, with the proven ability to work on several projects at once, often to conflicting deadlines.

Able to respond quickly to changing priorities on a daily basis.

Knowledge:

Knowledge of project management tools and methodologies

Knowledge and understanding of how to turn strategy into action

Knowledge of the components of delivering good customer service that differentiates customer wants against customer needs

Desirable criteria:

Welsh Language skills

Lean Six Sigma Yellow or Green Belt

A change management qualification such as Prosci

Experience and/or knowledge of the challenges facing policing and/or the rail industry.

Experience of working in a communications department

H Additional Information

You are a natural planner and organiser and have a passion for drawing together items into a single logical plan. You understand strategy and are able to quickly identify where work will help deliver strategic objectives and apply a priority rating on how important that work is. You enjoy managing projects and strive to make improvements to the way a team or department works.

You're a confident communicator and are not phased by having to deliver unpopular decisions our outcomes. People can see your passion for good customer service and know that you always have the organisations best interests at heart.

You are a team player and will happily roll up your sleeves and get involved with work if it will help your colleagues deliver a positive outcome.

British Transport Police covers 3 countries, and this role may require travel across the countries to meet with stakeholders, members of staff, management and suppliers as needed.

British Transport Police believes in inclusivity in public service, and as such your working hours will be reflective of operational and public needs.

For Panel to complete only:

Line Manager Approval: (this is only signed off when the line manager has approved the final version)

Panel Approval: (this will only be signed off once the job has gone through the Job Evaluation Panel)

Date: Click or tap to enter a date.

Email the Job Evaluation submission form together with supporting documentation (organisational charts, job descriptions) to [People & Culture Policy & Reward inbox](#)

You will be advised of a panel date following receipt of the submission