BRITISH TRANSPORT POLICE

OFFICIAL

Job Description

A Post Details	
Job Title: Campaigns Manager	Grade: B002
Department: Communications and Engagement	Division: A : Select Division
Reports to: Creative Communications and Campaigns Lead	Contract Type: Permanent: Select Contract Type
Level of Vetting:**Baseline**	Numbers in Post: 2
Welsh language required**No**	

B Purpose of the Post

To support British Transport Police in achieving its strategic objectives by leading, directing and coordinating the formulation and delivery of integrated forcewide communications campaigns to include external, internal and recruitment campaigns. Using knowledge and experience of the facilitation of behavioural change and working with external agencies where required, the campaigns manager will provide expert advice to BTP/BTPA on the use and management of the use of campaigns to support the force in achieving its strategic objectives and to raise its profile and enhance and protect its reputation. Campaign managers will influence people's behaviour (externally and internally), build BTP's reputation and position the force as an employer of choice.

The campaigns managers will either predominantly provide an external campaigns service or a combined internal and recruitment campaigns service, however there may be times when they are asked to work on campaigns that reach different audiences or to include certain messaging in all campaigns, such as recruitment messaging.

C Dimensions of the Post

Financial – Direct or Non-Direct

Management of relevant campaigns budgets as delegated by the Head of People and Change Communications or by the SRO as part of a specific project. The campaigns manager must:

- Manage and negotiate external production costs, consistently ensuring the most cost effective solution.
- Negotiate external advertising, digital, print and production costs.
- Identify opportunities for savings and efficiencies

Staff Responsibilities – Direct or Non-Direct

No direct reports

Significant say in all work that relates to the delivery of a campaign influencing the activities undertaken by the wider department, recruitment, project teams etc

Any Other Statistical Data

The communications and engagement team provide services critical to British Transport Police being able to professionally communicate and engage with its workforce, stakeholders and the public, in order to deliver its strategic objectives and values. The campaigns managers provide a critical service to the force that utilises the psychology of behavioural change to encourage people to take a specific course of action. They will ensure that campaigns are formulated in a way that offers the best value for money, whilst eliciting the action, perception change or desire that is required. They are key to the force objectives in terms of building trust and legitimacy and in positioning BTP as an employer of choice.

Campaigns managers will be assigned a specialism of either External Campaigns or Internal/Recruitment Campaigns. They may be asked to cover all areas in times of need.

D Principal Accountabilities

Plan, coordinate and maintain professional oversight of the implementation of multi-channel, integrated forcewide communications campaigns and activity aimed at changing behaviour and perceptions; evaluate effectiveness, ensuring lessons learned are shared with colleagues and taken into consideration in future communications campaigns activity.

Deliver integrated forcewide communications campaigns and activity on time and budget, and provide support for forcewide events, including awards ceremonies and exhibitions.

Identify and propose campaign activity to tackle key issues, setting out clear and costed proposals to senior colleagues Use you creativity to proactive identify opportunities for recruitment messages to be integrated into campaigns in order to enhance the reputation of BTP and aid the recruitment team in meeting their strategic objectives.

Horizon scanning to ensure that the Force is identifying and adopting best practice and innovation and are bench-marking our results against other sectors to grow our audience reach and engagement.

Evaluate effectiveness of campaigns ensuring lessons learned are shared with colleagues and taken into consideration in future communications campaigns activity. Enusre that all campaigns activity has a consistent message and speaks with one voice to assist with promoting the brand of BTP.

Oversee and take responsibility for all BTP campaign and public-facing material with regards to Wales, ensuring due consideration is given to the requirement to plan bilingually and consider the need to show linguistic and cultural sensitivity within design.

Build and maintain positive working relationships with counterparts at key partner, stakeholder and campaign partner organisations, representing BTP and influencing decision-making at a senior level.

Represent BTP, influencing and playing an active role, in various rail and policing industry communications forums, as required.

Represent the department, influencing and playing an active role, at internal boards and meetings, as required.

Maintain expert knowledge of legislative issues relating to aspects of media law and web-based technologies and ensure legal and quality procedures are followed.

Maintain accurate records of work and recommendations in accordance with BTP policy.

E Decision Making

Make decisions

Must be able to make sound campaign based decisions on own initiative and take responsibility for those decisions. The post holder will be able to recommend strategic and operational decisions and be responsible for briefing, advising and managing reputational risk and crisis communications where applicable.

Must be confident to make decisions on behalf of the Creative Communications and Campaigns Lead in their absence.

Significant say in decisions

Post holder provides information designed to persuade stakeholders to take a specific course of action.

The post holder may need to work alongside the Gold Commander in the Gold Suite providing advice and guidance that will influence the handling of communications relating to critical incidents or planned events.

F Contact with Others

Internal

Continuous contact and interaction with fellow members of Communications and Engagement, ensuring the department is well informed of what campaign activity is happening and planned and that there is a collaborative approach to delivering the key messages across the relevant audiences

Frequent contact and liaison with BTP officers and support staff at all levels, including direct contact in an advisory capacity with Chief Officers and senior police staff throughout the ignition, formulation, agreement and delivery of campaign activity.

Frequent contact with recruitment and the wider People and Culture department ensuring 'one voice' when it comes to positioning BTP as an employer of choice and providing guidance on self-service recruitment activity.

Frequent contact and liaison with key internal stakeholders, in addition to First Contact Centre and Force Control Room, Finance, Procurement, ICT and Human Resources

External

Frequent contact and liaison with key external stakeholders, including but not limited to, British Transport Police Authority (BTPA), Department for Transport (DfT), Rail Delivery Group (RDG), Network Rail and train operating companies, National Counter Terrorism Policing (NCTPHQ), National Police Chiefs' Council (NPCC), other police forces and transport authorities, regional mayors' offices, charities and partner organisations

Daily contact with external service providers, including communications and design agencies, print suppliers, photographers and translators

G Essential Criteria

Qualifications and Training:

Educated to degree level in Media, Marketing, Communications, Journalism or similar professional qualification. Relevant equivalent experience will also be considered in lieu of this..

Experience:

Excellent interpersonal and communication skills in Welsh **No**

Proven experience of planning, delivering and evaluating integrated communications strategies for a large and complex organisation on time and on budget – in house or in agency

Experience of providing strategic communications advice at a senior level that covers external and /or internal audiences

Experience of building and maintaining excellent working relationships with multiple partners and stakeholders and acting as a representative at a senior level, with a strong track record of good contract management

Proven experience of commissioning and managing external design and communications agencies. Proven experience of crisis communications management and managing reputational issues
Skills: Excellent interpersonal and communication skills in Welsh **No**
Ability to influence, persuade and negotiate, demonstrating gravitas and establishing credibility when giving advice and guidance at all levels of the organisation Ability to build positive working relationships internally and externally at all levels Ability to work as part of a team and under own initiative Excellent organisational, planning, project management and time management skills, with the ability to work on several projects at once, often to conflicting deadlines Ability to remain calm and composed, and provide sound advice, in challenging situations Flexible and dynamic approach to working in a high pressure environment to challenging deadlines High degree of social media and web literacy – professional use of digital and social media channels Excellent writing, editing and proofreading skills, with a high degree of accuracy and attention to detail, with the ability to present complex information in concise and plain English A creative and strategic thinker Politically astute Demonstrable ability to exercise sound editorial judgement and brand guardianship Ability to chair meetings and delegate actions
Knowledge:
Excellent knowledge of the tools, models and theory around using marketing to elicit behaviour change. Good understanding of current developments in branding, design, marketing, social and digital media Good understanding of how to write for different audiences Good knowledge and understanding of evaluation techniques and how to measure effectiveness Exceptional news judgement and understanding of what makes a good story Sound knowledge of legislation which impacts upon media coverage, criminal justice procedures and web-based communications . Understanding of Data Protection and Freedom of Information constraints
Desirable criteria:
Experience of working with local, regional and national media Experience of using Adobe Creative Suite to produce digital content Experience of working on bilingual campaigns (Welsh language) Ability to use online content management systems Spokesperson briefing Managing working groups

Extensive knowledge and experience of a wide range of traditional and social and digital media platforms, including the production of video. Knowledge of or an interest in the policing or railway sectors
H Additional Information
You will be a resilient individual, able to work collaboratively in a fast-paced environment and quickly adapt to changing and evolving circumstances and priorities. Believing that understanding the audience is at the heart of all effective communication, you will be keen to build knowledge of your audience and use that to guide your communications outputs, anticipating and adapting to audience trends. You will have excellent interpersonal skills that allow you to communicate at all levels in a clear manner and with a commitment to delivering exceptional customer service. Believing that effective communications are crucial to the delivery of policing and keeping the public safe, to achieve this objective you will be able and willing to challenge at any level in an appropriate manner. 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