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JOB DESCRIPTION

JOB TITLE: Head of News & Media
REPORTING TO: Director of Customer Services & Communications
TYPE: Full-time, permanent
SALARY: £tbc
LOCATION: London

PRINCIPAL ACCOUNTABILITIES

- Work with the Chair of the Commission and the CEO to manage the reputation of the IPCC within the wider criminal justice arena and public sector.
- Support and advice the Chair and Deputy Chair in their responsibilities for high profile and critical cases.
- Provide leadership and strategic direction for media relations across the IPCC by building relationships with Directors by leading a team of press officers and the Media & Public Relations Manager.
- Plan and implement proactive publicity and public relations in line with the IPCC's strategic objectives and business plan and specific areas of IPCC policy and casework.
- Proactively promote the work and role of Commissioners with identified stakeholders using a range of appropriate methods and media.
- Monitor the media for coverage of issues relevant to the IPCC, and ensure key staff and Commissioners are informed and initiate and issue any appropriate rebuttal or response.
- Build media networks and contacts to support the IPCC's work and reputation at a national and regional level - negotiating media interviews with Commissioners and managing media events as appropriate.
- Contribute to policy projects with a significant media impact
- Speech-writing as necessary for the Chair and Commissioners
- Contribute to the wider management of the Customer Services and Communications Directorate
- Any other duties as required by the post.

PERSON SPECIFICATION ESSENTIAL

- A track record of delivering proactive media relations strategies and demonstrable experience in a high profile organisation ideally within the public sector or as a journalist with excellent knowledge of the criminal justice arena.
- A persuasive communicator with the ability to influence and build effective working relationships with organisational leaders e.g. Chairs, CEOs, Ministers, trustees of public sector organisations, NDPBs.
- Must currently have direct operational management of media relations or recent relevant experience as journalist.
- Knowledge or experience of government affairs and/or public sector communications on a national level.
- Proven success in working in a cross-functional, matrix managed organisation; known for diplomacy and powers of influence.

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- Extensive experience of developing and implementing high profile media relations strategies on issues of public interest.
- Experience of managing a small professional team
- In-depth understanding of current media organisations and new media
- Excellent written and verbal communication skills
- Good time management skills and the ability to meet deadlines
- A good team player
- A flexible, proactive and creative approach

DESIRABLE

- Experience of working within, or knowledge, of the criminal justice system.

Final 9/7/08

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COMPETENCIES	
<p>Continuous Development Implements a culture for learning & development</p>	<ul style="list-style-type: none"> • Creates policies and procedures that facilitate knowledge sharing • Fosters an environment in which learning occurs • Identifies training needs
<p>Valuing Diversity Manages diversity</p>	<ul style="list-style-type: none"> • Develops culturally appropriate policies and practices within functional area • Communicates a clear vision of the benefits of a diverse workforce • Ensures buy-in from senior management • Holds individuals & systems accountable • Co-ordinates roles & responsibilities • Seeks relevant information • Evaluates success
<p>Organisational Commitment Meets the standards of behaviour and professionalism required to operate effectively in the IPCC</p>	<ul style="list-style-type: none"> • Demonstrates a fundamental understanding and respect for human rights and justice for all • Demonstrates openness and accountability • Understands and applies ethical standards • Through personal example sets high standards of integrity, honesty and fairness in all matters and relationships
<p>Change orientation Ability to adapt to changing demands in the workplace Facilitates a flexible workforce</p>	<ul style="list-style-type: none"> • Ability to anticipate changing organisational demands • Encourages flexibility and adaptability in the workplace • Communicates the need for change • Able to shift strategic focus in response to changing organisational priorities
<p>Analytical thinking & decision making Ability to make effective decisions, recognising their impact on broader organisational goals</p>	<ul style="list-style-type: none"> • Displays strategic vision in analysing information and making decisions • Demonstrates an understanding of the impact decisions have on the organisation and its stakeholders • Understands the risk implications of decisions
<p>Communication & Interpersonal skills Effectively communicates the organisations strategic vision</p>	<ul style="list-style-type: none"> • Effectively communicates the overall strategic vision • Communicates the role of key organisational members in achieving the vision • Integrates proactive media relations into overall communication strategies • Ensures evaluation is in place across all communication activity and links with wider departmental evidence gathering
<p>Resilience Implements and manages effective de-briefing and counselling policies</p>	<ul style="list-style-type: none"> • Ensures the implementation and maintenance of a formal system for debriefing. • Ensures that the EAP is being effectively utilised
<p>Teamwork Creates and manages structures that allow for effective team working experiences</p>	<ul style="list-style-type: none"> • Ensures that policies and procedures are supported by the team • Provides the team with strategic direction

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