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

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