

## Service Document Standard Form:

**Role Profile** - Communication, Marketing and Engagement Manager

*Linked documents: Job Evaluation Guidance Note*



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### ROLE DETAILS:

<b>Role Title:</b>	Communication, Marketing and Engagement Manager
<b>Grade:</b>	K
<b>Service area:</b>	Technology, Transformation & Portfolio Management Office (PMO)
<b>Responsible to:</b>	Head of Technology, Transformation & PMO

### PURPOSE OF THE ROLE: *Why the role exists and what it has to achieve*

To ensure the Service has effective internal and external communication, marketing and engagement strategies that actively support strategic objectives and enablers and maintain the Service's reputation.

The post holder will be responsible for developing and delivering a comprehensive marketing and engagement plan, using innovative tactics to build brand recognition and develop strategies that support and compliment the strategic aims.

The Communication, Marketing and Engagement Manager will provide expert communication and engagement advice and practical support across the Service.

### DIMENSIONS OF THE ROLE: *The key statistics associated with the role*

#### **Financial** (direct or non-direct):

- Budget management for
  - Salary
  - Software

#### **Staff responsibilities** (direct or non-direct):

- Line manager for Communication Officer
- Indirect responsibility for ensuring all staff work towards communication and marketing strategies

#### **Any other statistical data:**

- Provision of specialist Communication and Marketing support services usually of an advisory, diagnostic or analytical nature; technical specialists

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### **PRINCIPAL ACCOUNTABILITIES:** *What the role is accountable for and required to deliver*

#### *Best Practice*

- To lead the development and ongoing management, in conjunction with department heads, of a forward plan of communications for key audiences both internal and external
- To produce and keep up to date a clear set of brand and style guidelines, ensuring the production of publications are in line with the corporate identity and brand
- To develop and deliver communications, marketing and engagement strategies based on rigorous insight, evidence and evaluation, in order to continuously improve the effectiveness of the team and Service
- To maintain a very good understanding of emerging communications channels and technologies and be able to translate how/when the Service should use them
- To ensure compliance with all confidentiality, privacy and governance requirements within the Service
- To operate in a political and sensitive environment
- Nurture key relationships and maintain networks internally and externally

#### *Internal*

- To support the embedding of a consistent communications culture across the Service to ensure that it has an inclusive, well-informed and engaged workforce
- To model a collaborative and influencing style of working, negotiating with others to achieve the best outcomes and embedding this approach across the team
- To work collaboratively with a diverse team to create and manage cross-organisational, integrated communication and marketing plans

#### *External*

- To support the Service in communicating clear and consistent messages to the public through a range of communications channels including publications, digital environment, events and digital engagement
- To lead on effective and proactive media-handling, ensuring there are systems in place to provide operational incident media response and promoting appropriate safety messages
- To identify and evaluate potential reputational risks to the Service and advise / recommend effective mitigations and controls for these to protect and reinforce the Service's image
- To lead on the development of the Service's website in line with brand guidelines and communication forward plans

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### *Collaboration*

- Work with communication teams from a range of organisations to better collaborate in communicating information to shared audiences
- To have a strong understanding of organisational relationships across the public sector to identify and maximise opportunities for collaboration

### *Insight*

- Understand the needs and communications preferences of different groups in order to ensure communications outputs from the Service are appropriately written and targeted
- To take account of equality and diversity in developing communication strategies and materials to ensure they are accessible, meaningful and understandable
- To apply evidence and insight into the use and effectiveness of different communication channels in order to improve those channels owned by the Service and support the effective identification of channels for audiences.
- To use research and evaluation in order to shape communications campaigns, evaluate impact and to track progress of the communications activities of the Service over time.

### *General*

- There is also an expectation of occasional 'out of hours' support for significant incidents

## **DECISION MAKING:**

### **Make decisions:**

- Makes day to day decisions on both internal and external communications
- Makes day to day decisions on Communication team workload and priorities
- Makes decision on day/week/month priorities of the team

### **Significant say in decisions:**

- Significant say in Communication, Marketing and Engagement strategy design and implementation

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**CONTACT WITH OTHERS:** *The frequent contact the role holder has with others and for what purpose*

### Internal:

- Regular contact with employees at all levels
- Senior Management Teams
- Members of the Fire Authority

### External:

- Other Fire & Rescue Services
- Other public sector organisations
- Third parties including news/media outlets
- Suppliers

## PERSONAL REQUIREMENTS:

- To participate in a programme of continuous personal and professional development relevant to the role
- To demonstrate conduct and behaviours in accordance with the Service policies, values and norms
- To comply with the Services' aims, organisational values and behaviours and their impact on this post
- To be committed to protecting and respecting the privacy of individuals and the responsible handling of personal information
- To ensure all aspects of health and safety are adhered to. Ensuring that all employees, visitors, contractors etc. within the area are following statutory requirements and Service policies and procedures
- The Service is committed to safeguarding and promoting the welfare of children and vulnerable adults, and expects all employees and volunteers to share this commitment
- To undertake, with appropriate training, the duties of other roles as required
- To mentor and coach employees as required
- To contribute to the development and implementation of relevant policies and procedures
- Attend meetings as required and submit information in appropriate formats as required
- To undertake any other duties which fall within the broad spirit, scope, levels and purpose of this role that may reasonably be required from time to time, at any location required by the Service

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### **REQUIREMENTS: Essential Criteria**

*The skills, knowledge, qualifications and training required to perform the role*

#### **Qualifications & Training:**

- A communications qualification or equivalent experience of working within an external communications role (e.g. communications, public affairs, media relations, public relations, marketing, social media)
- Evidence of continuing professional development
- Full, clean driving licence

#### **Experience:**

- Demonstrates excellent knowledge of professional communication practice
- An appreciation of the challenges facing the public sector and an awareness of current issues facing the fire and rescue service
- Experience of managing and motivating a team/virtual team and reviewing performance of the individuals
- Working knowledge of major social media channels
- Excellent verbal and written communication skills for delivering key messages to a range of stakeholders both internal and external to the organisation. As well as an ability to communicate clearly with a range of people from diverse backgrounds and cultures

#### **Skills:**

- Ability to make decisions autonomously, when required, on difficult and contentious issues where there may be a number of courses of action, working to tight and often changing timescales
- Demonstrates a strong desire to improve performance and make a difference by focusing on goals
- Must be able to prioritise own work effectively and be able to direct activities of others
- Politically astute and able to exercise tact and diplomacy, sensitivity, and integrity
- Excellent presentational skills for conveying complex concepts
- Ability to use informed persuasion to influence others
- Ability to provide challenging advice to colleagues outside Communications in a professional, sensitive way
- Consistently looks to improve what they do, looks for successful tried and tested ways of working, and also seeks out innovation
- Actively develops themselves and supports others to do the same
- Values diversity and difference; operates with integrity and openness
- Works across boundaries, looks for collective success, listens, involves, respects and learns from the contribution of others

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- Committed to and focused on quality, promotes high standards in all they do
- Able to make a connection between their work and the benefit to staff and the public

### **Knowledge:**

- Strong understanding of the expectation on public sector communications to be open, honest and non-political

### **REQUIREMENTS: Desirable Criteria**

*The skills, knowledge, qualifications and training required to perform the role*

### **Qualifications & Training:**

- Educated to Degree level or equivalent level of experience of working at a senior level in specialist area

### **Experience:**

- Experience of working within the public sector or similar

### **Knowledge:**

- Member of relevant professional body

### **ANY ADDITIONAL INFORMATION:** *Information relevant to the role.*

The post holder will be expected to have a flexible approach to work, able and willing to work outside normal working hours, travel across various sites where applicable, possessing a high level of integrity, honesty, reliability and confidentiality.

This role profile will be supplemented by annual target-based outcomes, which will be developed in conjunction with the role holder. It will be subject to regular review and the Service reserves the right to amend or add to the content listed above.