



HM Prison & Probation Service

HQ Job Description (JD)

Band 9

Directorate: Generic – Programmes & Projects

Job Description – Head of Communications and Stakeholder Engagement

Document Ref.	HQ JES 0041 Head of Communications and Stakeholder Engagement v2.0
Document Type	Management
Version	2.0
Classification	Official
Date of Issue	5 July 2021
Status	Baselined
Produced by	Job Evaluation Assurance and Support Team
Authorised by	Reward Team
JD Evidence	

Job Description

Job Title	Head of Communications and Stakeholder Engagement
Directorate	Generic – Programmes & Projects
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Overview of the job	<p>We are looking for a brilliant communications and stakeholder engagement professional to join our team.</p> <p>An exciting opportunity has arisen to be part of a new programme of work aimed at promoting key corporate objectives throughout HMPPS. This may also be through large-scale programme that aims to bring about long term, sustainable change for both staff, children and people in our care.</p> <p>Your role will be to lead on both internal and external communications for the programme, bringing consistency and a systematic approach to these.</p> <p>As Head of Communications and Stakeholder Engagement, you will play a key part in ensuring HMPPS staff, children and people in our care and stakeholders are aware of the programme and its key deliverables.</p> <p>The job holder is responsible for the ongoing management of Communications and Engagement Strategy and will therefore need to demonstrate experience and understanding of stakeholder management in relation to programmes and projects.</p>
Summary	<p>The Head of Communications and Stakeholder Engagement role is a critical component to the successful delivery of the programme.</p> <p>We are looking for a strong leader with demonstrable experience of leading Communications and Stakeholder Engagement for large and/or complex projects or programmes.</p> <p>The post holder is responsible for setting direction and vision for communications and stakeholder engagement across a Programme or initiative, ensuring delivery of strategically coordinated communications plans and stakeholder engagement strategy.</p> <p>The job holder will ensure efficiency and effectiveness of current, planned and future communication activity, working across functional and organisational boundaries, representing your directorate within the Ministry of Justice and other government departments and external bodies.</p> <p>The role will be seen as providing leadership, communications support and guidance to the whole Group/Directorate/Team and task managing where appropriate</p>
Responsibilities, Activities and Duties	<p>The job holder will be required to carry out the following responsibilities, activities and duties:</p> <p>Strategy - setting direction and vision for communications and stakeholder engagement</p> <ul style="list-style-type: none"> • Developing and delivering the Communication/Stakeholder engagement strategy, setting clear vision, direction and evaluation measures to accurately map, monitor and assess strategic relationships, including at project and programme level. • Establishing relevant communications priorities in accordance with programme/stakeholder needs.

	<p>Delivery – ensuring delivery of communications plans and stakeholder engagement strategy</p> <ul style="list-style-type: none"> • Working in collaboration with the HMPPS teams to align messages and commission and develop products against the Comms plans during the programme lifecycle. • Developing high quality comms products to raise awareness of and promote the ambitions, obtain buy-in from a wide range of stakeholders, and engage HMPPS staff in order to maximise programme outcomes. Co-ordinating comms campaigns including organising events to promote Directorate/ Team/Unit/Programme products and priorities. • Ensuring delivery of the full communications plan including liaising with press office on media handling issues of policy or programme impact. • Delivering a range of engagement activities with stakeholders and partners as required by the Programme Board, and Programme Director. <p>Planning, research and evaluation – ensuring efficiency and effectiveness of current, planned and future communication activity</p> <ul style="list-style-type: none"> • Identifying and utilising audience insight and stakeholder mapping techniques with other internal colleagues to build recommendations for communications strategy and planning. • Ensuring appropriate channels are used in order to maximise desired outcome. • Monitoring delivery of all communications outputs against agreed objectives and compliance with frameworks and strategies for: <ul style="list-style-type: none"> ○ Brand and corporate identity ○ Channel and content strategies ○ Supplier frameworks to ensure quality and value for money <p>Collaborative working – working across functional and organisational boundaries</p> <ul style="list-style-type: none"> • Ensuring that all areas of HMPPS (HQ, YCS, Prisons and Probation) are kept well informed of the programme and programme activity. • Presenting recommendations to senior leaders and negotiating buy-in and support for the communications plan and its implementation. • Acting as a conduit to ensure consistency in all communications in line with MoJ and HMPPS communication objectives. <p>The duties/responsibilities listed above describe the post as it is at present and is not intended to be exhaustive. The job holder is expected to accept reasonable alterations and additional tasks of a similar level that may be necessary. Significant adjustments may require re-examination under the Job Evaluation Scheme and shall be discussed in the first instance with the job holder.</p>
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Behaviours	<ul style="list-style-type: none"> • Seeing the Big Picture • Delivering at Pace • Working Together • Communicating and Influencing
Strengths	It is advised strengths are chosen locally, recommended 4-8.
Ability	N/A
Experience	<ul style="list-style-type: none"> • Have significant communications experience at a senior level, in a large organisation • Experience of liaising and working with a diverse set of stakeholders, across a complex organisation • Effective leadership, interpersonal and communication skills

	<ul style="list-style-type: none"> • Ability to negotiate and influence stakeholders within and outside the programme including at the most senior level • Excellent written and oral communication skills with significant experience of producing communications in a range of formats for a wide range of audience • Demonstrable understanding of barriers to accessibility in communications and experience of embedding accessibility from the outset • Experience of dealing with sensitive information and ensuring that appropriate approval processes have been followed
Technical	N/A

Minimum Eligibility	<ul style="list-style-type: none"> • All candidates are subject to security and identity checks prior to taking up post. • All external candidates are subject to 6 months' probation. Internal candidates are subject to probation if they have not already served a probationary period within HMPPS. • All staff are required to declare whether they are a member of a group or organisation which HMPPS consider to be racist.
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Hours of Work (Unsocial Hours) Allowances	
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Success Profile

Behaviours	Strengths It is advised strengths are chosen locally, recommended 4-8	Ability	Experience	Technical
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Seeing the Big Picture			Have significant communications experience at a senior level, in a large organisation	
Delivering at Pace			Experience of liaising and working with a diverse set of stakeholders, across a complex organisation	
Working Together			Effective leadership, interpersonal and communication skills	
Communicating and Influencing			Ability to negotiate and influence stakeholders within and outside the programme including at the most senior level	
			Excellent written and oral communication skills with significant experience of producing communications in a range of formats for a wide range of audience	
			Demonstrable understanding of barriers to accessibility in communications and experience of embedding accessibility from the outset	
			Experience of dealing with sensitive information and ensuring that appropriate approval processes have been followed	