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| **Police Staff** **Senior Internal Engagement Advisor** **Communications and Engagement** **Role Definition:VP120 / 20953** |

**ROLE DEFINITION**

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| Dept / Area Command: | Communications and Engagement |  | Section: | Engagement |
| Post Title: | Senior Internal Engagement Advisor |  | Post Reference: | VP120 / 20953 |
| Post Grade: | Grade I |  | Location: | Forcewide and home working |
| Car User Status: |  |  | Telephone Allowance: |  |
| Shift Allowance: |  |  | Standby Allowance: |  |
| Weekend Enhancement: |  |  | Contractual Overtime: |  |
| Line Manager: | Engagement Manager | | | |
| Staff Responsibilities: | Allocated staff and trainees | | | |
| Purpose: | Working closely with the Engagement Manager to plan, develop and deliver engagement activity to meet the Internal Engagement Strategy ensuring our people feel informed, engaged and enabled to deliver an effective policing service. Help shape the department’s internal engagement offer and coordinate our internal campaigns. Supervise the Engagement Advisors and deputise where necessary for the Engagement Manager. | | | |

**Key Responsibilities:-  
    
  
1. Lead on the daily management of the Force’s internal communications channels ensuring they reflect and support the force’s priorities.**

**2. Develop key messages and maximise their potential through effective channel management, to ensure consistency across our channels. Increase opportunities for employee voice and two-way engagement.**

**3. To work in conjunction with the different sections of the Communication and Engagement Department to deliver an annual plan of content.**

**4. Identify, research, analyse and present data to evaluate the effectiveness of internal engagement activity, providing an understanding of different audiences to help shape future activity.**

**5. Provide daily oversight, supervision and wellbeing support to the Internal Engagement Advisors, ensuring they work as a collective unit, skills are kept up-to-date, and they continue to develop in their roles.**

**6. Develop Engagement plans that support key Force projects and campaign initiatives.**

**7. Liaise with departments and key stakeholders to identify internal engagement opportunities that showcase the work of the Force and celebrate best practice.**

**8. To deliver a programme of reward and recognition events that supports our strategic objectives.**

**9. Develop and maintain a strong stakeholder engagement network, both internally and externally, to gain support for internal and external engagement and campaigns, ensuring the Force’s key messages are reinforced throughout the activity.**

**10. Work closely with the Engagement Manager, to provide strategic and tactical advice about communication and engagement to officers and staff.**

**11. To help manage internal demand during major or critical incidents, supporting the Engagement Manager and the Media & Communication Manager in the 24/7 internal operational response.**

**The postholder may be required to undertake such other responsibilities as are reasonably commensurate with the grade of the post.**