



PAY & GRADING - JOB SPECIFICATION TEMPLATE

This Job Specification sheet covers specific areas of activities that are not included in the Generic Role Profile. It will include responsibilities, knowledge, skills, delivery and working arrangements relevant to this role. Please ensure that this is read and in conjunction with the given family role for the post.

POLICE STAFF

ROLE SPECIFIC INFORMATION	
Job Title:	External Relations Manager
Generic Role Profile:	Business Support
Salary Band:	Grade 9
Operational / Non Operational Role	Non operational
Vetting Level:	SC & MV
Reporting to:	Head of News
Specific Role Purpose:	The External Relations Manager is a key role in West Midlands Police's mission of 'Working in partnership, making communities safer' and our strategic communications and engagement approach, focused on building trust, satisfaction, and confidence among communities, partners, and our workforce. Acting as a trusted expert within the Corporate Communications Department and strategic advisor to the Force Executive Team, the postholder leads on the development of accessible, inclusive communications and engagement activity that positively influences outcomes, aligned with force objectives, and deepens our ability to develop policy and strategy with partners and senior stakeholders. This position provides strategic leadership for external and stakeholder engagement across the force, with the aim of identifying, building and maintaining relations to support the force achieve its strategic priorities. The postholder will be part of our experienced News and External Relations Team, closely working with the Chief of Staff, to maintain positive relationships with strategic stakeholders, such as across local authorities, bluelight services, the Combined Authority, local and regional politicians and members of Government, faith leaders and community advocates. The role will therefore require that the individual cultivates and owns relationships with a range of partners and stakeholders, proactively maintaining positive engagement and seeking out events and visits as

	advocacy opportunities.
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SPECIFIC COMPETENCIES REQUIRED FOR EFFECTIVE PERFORMANCE	
Knowledge & Experience <i>This section should detail the requirement of previous experiences and knowledge gained from academic qualifications if appropriate. e.g. significant experience of administrative duties, degree level educated.</i>	
Essential:	• Strategic Communications: Proven track record of developing and executing multi-channel external communications and stakeholder engagement strategies within large, complex organisations. • Clear strategic and creative thinker – sees the bigger picture. Able to understand the strategic aims and objectives of the organisation and department. • Political & Stakeholder Landscape: Deep understanding of local and regional governance, including the mechanics of local authorities, the Combined Authority, bluelight services, and central government. • Experience of managing complex stakeholder relationships and building and maintaining these. Excellent experience and confidence in influencing and negotiating with senior colleagues and external stakeholders • Partnership Working: Extensive experience in identifying, building, and maintaining high-level relationships with diverse external groups, including faith leaders, community advocates, and senior politicians. • Executive Advising: Direct experience acting as a trusted advisor to Executive Teams, Chief Officers, or equivalent senior leadership figures. • Experience of coaching, influencing, challenging, negotiating & developing strong working relationships with a wide range of senior stakeholders including board level. • Public Sector Context: Comprehensive knowledge of public sector operating models, community relations, and the specific challenges surrounding public trust and institutional confidence. • Channel use: Knowledge and experience of using a range of innovative communication and engagement channels and tools to engage consult, engage and target internal and external audiences • Professional Experience: Professional experience at senior level in one or more of the following communications disciplines: External

	Relations, PR, marketing, change and internal communications. Extensive experience of working in a busy External Relations, communications and engagement role. • Communication: Proven writing and communications skills, supported by a professional communication qualification and membership of a relevant body • Exceptional interpersonal and formal communications skills, both verbal and written • Project management: Well organised with good project management skills, delivering to time, budget, brief, and managing risk. • Organisation: Ability to balance and manage conflict between short and long term priorities and reactive/proactive work whilst managing a large portfolio of work • Proactive, self-disciplined approach to tasks, with an ability to be flexible and work under pressure with minimal management direction • Direct experience identifying, planning, and executing high-impact visits and public events as advocacy opportunities. • Evaluation: Knowledge and experience of tracking and measuring External Relations and communications performance measures and evaluation. • Leadership: A strong leader with credibility and flair. Able to role model and inspire confidence, creates and communicates a compelling vision. • Collaboration: Acts in a collaborative way that engages with people at all levels. Has the courage to challenge operationally and strategically. • Driven to deliver: business and commercial acumen; exhibits business, organisational and contextual savvy; agile and flexible and able to work in ambiguous and fluid situations. Able to deliver results in a highly pressured environment. Able to take rational decisions and decisive action without the need to refer for guidance. • Problem solving: Ability to solve complex problems and significantly innovate. • Personally credible: discretion and integrity; energetic and highly self-motivated, personally resilient and assertive. • Awareness and sensitivity to be able to manage successfully within a complex environment.
Desirable:	• Prior experience working directly within a police force or the wider criminal justice system or public sector, understanding its unique

	operational and reputational sensitivities. • Experience handling high-profile public relations issues or managing sensitive political communications during critical incidents. • Good knowledge of communications, engagement, PR and marketing best practice • Knowledge of media related law • Experience in consultation and engagement practices.
Skills <i>This section should detail the competency requirement which could be developed through non formal training. e.g. effective time management, influencing and negotiating, effective communication including written and verbal.</i> <i>Refer to skills database for core operational skills</i>	
Essential:	• Strategic influence and credibility: Ability to command respect and confidently influence senior stakeholders, politicians, and partner executives. • Inclusive communication: Exceptional written and verbal communication skills, with a focus on creating highly accessible and inclusive content for diverse audiences. • Expert communicator skills (written and verbal) • Ability to write effective campaign and communication strategies and plans – preferably aligned to OASIS • Effective communication and presentation skills • Relationship management: Advanced networking and interpersonal skills to cultivate, own, and nurture long-term strategic partnerships. • Political acumen: Sharp political sensitivity to navigate complex, high-profile relationships and align engagement activity with force objectives. • Strategic thinking: Ability to translate high-level policy and force objectives into actionable, outcomes-focused communication plans. • Qualification: Degree-level academic or professional qualification from a relevant professional body (External Affairs, journalism, marketing, public relations or communications) or extensive experience in an External Relations communications discipline • Evaluation: Ability to apply communication evaluation techniques and practices across traditional and emerging communications channels and activity

	• Technical skills: Good working knowledge of Microsoft products and various internal and external communication and engagement channels, including community messaging systems and contact management databases. • Able to drive with own car or commute across the force area
Desirable:	• Strong capability to work fluidly across distinct departments, specifically bridging the gap between Corporate Communications and the Chief of Staff's office. • Proficiency in modern digital communication tools and an understanding of how external relations interact with the 24/7 news cycle. • The post holder is responsible for their own self development on a continuous basis and awareness of developments and trends in the industry • Vocational or post-graduate communications diploma, such as via CIM, CIPR, PRCA or membership of relevant professional body

Hours of Work and Flexibility:	36.5 hours a week
Agile Work Style: (if applicable)	Based at Lloyd House and expected to work at HQ a minimum 80% of the working week and across other police bases forcewide up to 20% of the working week and when required. Expected to work occasionally outside of core hours and weekends on a rota. Expected to ensure minimum staffing levels across department management posts and within function. There will be a requirement at times to travel to other locations within and outside the force area.

Restriction Level:	MV
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