



OFFICIAL SWYDDOGOL

Role Profile

Role Title:	Head of Communications & Engagement
Grade:	PO 4/5
Responsible to:	Director of Communities, Partnerships and Prevention
Responsible for:	Communications & Engagement team
Liaison with:	Police Officers, Police Staff, General Public, External Organisations, Local & National Media, Agencies and Partnerships, Members of Parliament and Welsh Government .
Required Vetting Level:	MV/SC – Management Vetting and Security Clearance
Date Published:	July 2026

Role Overview

The Head of Communications & Engagement is responsible for leading the communications and engagement activity of the Office of the Police and Crime Commissioner (OPCC) at crucial time of transition and change, whilst remaining committed to the delivery of the Police, Crime & Justice Plan.

The Police and Crime Commissioner (PCC) is elected to ensure that the views of the public are listened to and reflected in the policing service they receive. PCCs are intended to be highly visible representatives of the public on matters of crime and policing. They must engage with and represent the public on issues of local interest and discharge those duties with transparency. Timely and effective strategic communication and engagement is central to the success of the PCC role and the post holder will ensure this is carried out.

This is a senior level post within the OPCC for South Wales, leading a small communications & engagement team, whilst ensuring all OPCC staff are undertaking their related responsibilities. Working closely with the senior leadership and wider team, as well as South Wales Police communications staff, the post holder will set and lead the delivery of effective communication and engagement with both external and internal stakeholders. They will ensure the implementation of a comprehensive programme of communication and engagement to enhance how the PCC and the Office communicates, listens and responds to the public and local communities.

The post holder is responsible for building awareness of and increasing the profile, influence and impact of the PCC, using evidence-based methods. They will provide strategic advice and policy guidance to the PCC and colleagues on communications and engagement, and related issues across the full spectrum of the Office's work.

As a manager and team leader within the Police and Crime Commissioner's team the role holder will be required to contribute to management and development of the wider team as well as representing senior managers at both internal and external meetings as required.

This is a responsive role that involves some out of hours work and can also involve travel, both at short notice.

Key	Advice & Guidance
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Responsibilities	• Lead the communications and engagement function on behalf of the Police & Crime Commissioner, providing direction and insights on media and community engagement. • Ensure effective relations are developed and maintained with all key stakeholders including the public, local and national media, other elected representatives and internally with the Force. • Lead the development of a comprehensive, proactive programme of communication and engagement and ensure its effective delivery, implementing the recommendations from the recently commissioned review of OPCC communication and engagement activity. • Lead on improving protocols and processes for co-ordinating all communications from the PCC's Office and the Force Corporate Communications Department. Lead the development of a strong and collaborative working relationship between the two offices. • Set and own the OPCC's corporate style and ensure it is used appropriately and consistently so that a clear, recognisable and high-quality brand is maintained (including the website, social media & other digital channels), with an emphasis on audience-led messaging and impact story-telling. • Lead the development and implementation of campaign activity, using an evidence-based approach to ensure effective targeting and reach to promote the work of the OPCC, integrating evaluation to assess impact. • Lead on developing positioning for, drafting and issuing public statements on behalf of the PCC. • Lead the preparation for the PCC's high profile public speaking appearances – including speeches and media appearances. • Support the ongoing development of a 'digital-first' approach to content creation to improve the effectiveness of communication and engagement, embed cultural change and ensure cost efficiency. • Utilise effective programme and project management techniques, planning, driving and monitoring team activity. Identify and mitigate associated issues and uncertainties effectively. Business Improvement • Contribute to the successful delivery of activities that support the priorities within the Police, Crime and Crime Plan. • Identify, propose and implement developments and improvements to the area, unit or project for the mutual benefit of the OPCC, force and the public. • Lead initiatives to improve business process • Monitor contracts ensuring that continuous improvement is central to service development. • Recognise areas which require improvement and adopt a solution focused approach. • Focus on service evaluation to measure and demonstrate impact. Organisation/Planning
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- Oversee the commissioning of services that respond to communication & engagement priorities, based on need and evidence
- Plan and organise work to complete it within set framework, standards, & timescales
- To organise and schedule events/meetings as directed
- Implement and contribute to service strategy as directed
- Identify, seek approval for the deployment of suitable resources for the subject area or project to deliver its objectives

People Management

- Monitor and allocate workload within team
- Assist team in the preparation and use of equipment and techniques and advise on any specific aspects of work with own area
- Lead the team to identify and engage with partners that can contribute to delivery
- Supervise junior staff through following OPCC policy and monitoring performance levels, recognising and addressing areas for improvement
- Take forward staff development and seek opportunities aligned to areas identified within supervision and annual appraisal

Policies & Strategies

- Lead on the development and consultation of policies within subject area
- Maintain a strategic view of issues that impact upon the communications & engagement agenda, ensuring that issues arising are fed into the delivery of priorities
- Research, review and draft policies where applicable
- Monitor and report on policy implementation to ensure compliance and identify issues/problems
- Lead, advise and define our communications & engagement activities as well as collaborating with other teams within the organisation to deliver those priorities.

Project Management

- Provide strategic oversight of the communications & engagement programme of delivery
- Oversee and manage projects including preparing and planning of resources
- Ensure activity is delivered in-line with organisational framework
- Report to senior leadership executive team regularly on progress, uncertainties and issues
- Conduct a robust review of project implementation to ensure that business benefits and project objectives have been delivered and are being realised.

Risk Management and Legal Compliance

- Identify and mitigate risks within programme of work, and where necessary escalate to the Director.



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	• Provide advice and guidance on risks and issues relating to the award and management of funding • Ensure organisational compliance for areas of business, for example Health & Safety, Data Protection, EIAs, and escalate serious problems Customer Service and Representation • Positively representing the OPCC internally and externally, communicating key messages consistent with Commissioner's approach, values and priorities • Effectively engage with local people and communities at all levels, to provide an approachable line of communication and a high-quality standard of service • To be prepared to support and participate in the Commissioner's community engagement events • Have a professional approach to data sharing, data protection and information management. • Maintain confidentiality in relation to data protection issues and Management of Police Information (MOPI) standards In addition, the post holder must be prepared to undertake such additional duties which may result from changing circumstances, but which may not of necessity, change the general character or level of responsibility of the post.
Qualifications	Essential • Degree or equivalent experience with a qualification in professional communications. Desirable • Post graduate qualification in a related subject area
Knowledge	Essential Experience of a role within the criminal justice and/or policing sector, or an ability to clearly demonstrate how previous experience elsewhere can be transferred appropriately.
Skills	Essential • Significant experience in communications-focused roles at senior/ strategic level and a proven track record of giving trusted advice, providing vision and clear direction in complex, high profile and politically sensitive environments. • A clear and confident communicator with a skill and passion for utilising communication and engagement techniques to achieve broader organisational objectives. • Ability to demonstrate the development of effective communication and engagement strategies catering for multiple stakeholder groups



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	• Ability to demonstrate evidence of successful proactive communication and engagement campaigns at a local and national level • Ability to use a range of digital technologies, tools and techniques for communicating effectively in a targeted way to a range of audiences, and utilising insights to evaluate impact. • Ability to understand relevant stakeholder perspectives and priorities, and develop strategies for establishing mutually beneficial relationships, and achieving desired aims. • Ability to deal with high volume work efficiently and effectively, whilst maintaining exceptional quality standards. • Able to demonstrate flexibility and adaptability in a pressurised environment. • Ability to demonstrate strong scrutiny and analytical skills • Strong influencing skills. • Experience of advising senior managers with regards to high profile matters. • Ability to 'horizon scan' to keep abreast of emerging agendas and issues, and translate their relevance to organisational priorities. • Ability to use information and intelligence to ensure effective decision making and policy development. Desirable • Welsh Language Level 2 - Can understand the essence of a conversation in Welsh and can convey basic information and respond to simple requests in Welsh. Can use Welsh to transfer telephone calls. Can introduce oneself and others by name, role, and location/organisation. Can contribute to a meeting partly in Welsh.
Personal Qualities	Serving the Public Demonstrates a real belief in public service, focusing on what matters to the public and will best serve their interests. Understands the expectations, needs and concerns of different communities and strive to address them. Builds public confidence by talking with people in local communities to explore their viewpoints and break down barriers between them and the police. Understands the impact and benefits of policing for different communities and identifies the best way to deliver services to them Develops partnership with other agencies to deliver the best possible overall service to the public. Professionalism Acts with integrity, in line with values of the Police Service. Takes ownership for resolving problems, demonstrating courage and resilience in dealing with difficult and potentially volatile situations. Acts on own initiative to address issues, showing a strong work ethic and demonstrating extra effort when required.



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	Upholds professional standards, acting as a role model to others and challenging unprofessional conduct or discriminatory behaviour. Remains calm and professional under pressure, defusing conflict and being prepared to step forward and take control when required.
	Openness to Change
	Positive about change, responding flexibly and adapting to different ways of working Finds better, more cost-effective ways to do things, making suggestions for change. Takes an innovative and creative approach to solving problems. Asks for and acts on feedback, learning from experience and developing own professional skills and knowledge.
	Leading Change
	Inspires people to meet challenging goals, maintaining the momentum of change. Gives direction and states expectations clearly. Talks positively about policing, creating enthusiasm and commitment Motivates staff by giving genuine praise, highlighting success and recognising good performance. Gives honest and constructive feedback to help people understand their strengths and weaknesses. Invests time in developing people by coaching and mentoring them, providing developmental opportunities for staff and encouraging them to take on new responsibilities.
	Decision Making
	Gathers, verifies and assesses all appropriate and available information to gain an accurate understanding of situations. Considers a range of possible options before making clear, timely, justifiable decisions. Reviews decisions in light of new information and changing circumstances. Balance risks, costs and benefits, thinking about the wider impact of decisions. Exercises discretion and applies professional judgement, ensuring actions and decisions are proportionate and in the public interest.
	Working with Others
	Works co-operatively with others to get things done, willingly giving help and support to colleagues Is approachable, developing positive working relationships. Listens carefully and asks questions to clarify understanding, expressing own views positively and constructively. Persuades people by stressing the benefits of a particular approach, keeps them informed of progress and manages their expectations. Is courteous, polite and considerate, showing empathy and compassion Deals with people as individuals and address their specific needs and concerns.



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	Treats people with respect and dignity, dealing with them fairly and without prejudice taking a non-judgemental approach regardless of their background or circumstances.
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NOTE:

The above list is not exhaustive and other duties commensurate with the grade and general nature of the post may, from time to time, be required. In addition, there may be some variation and/or development of the above duties and responsibilities without changing the general nature of the post.

With the exception of any Deputy appointed by a PCC, staff within an OPCC must not undertake political work but are required to operate in a way which is sensitive to and fully informed by the local, regional and national policy context in which the PCC's policing, community safety, public protection and criminal justice responsibilities operate. The post holder will be in a politically restricted post under the Local Government and Housing Act 1989. The OPCC is required to undertake its role in a way which is agile and responsive to the public interest, to the direct accountability of the PCC to the public as well as to the supportive oversight and scrutiny of the Police & Crime Panel and independent audit committee arrangements. Alongside the PCC, the OPCC undertakes its roles by direct engagement with police and public, private and third sector partner agencies at all levels, with local and national government and with the public.

Due to the nature of the role the portfolio content may change in line with legislation, Home Office and Ministry of Justice policy, and OPCC priorities. The areas of work are determined by the priorities set by the Police and Crime Commissioner as such the portfolio areas may be amended or refocused to align to these priorities. All employees are to comply with confidentiality laid down in the General Data Protection Regulation (GDPR), the Management of Police Information (MOPI), and the Official Secrets Act (which you will be bound for, for life).

All individuals of the Office of the South Wales Police and Crime Commissioner must display the qualities to be able to work in an organisation with minority groups and provide service to minority groups in communities. They must show that they are able to contribute to an open, fair working environment where inappropriate behaviour is not permitted. They must display no evidence of the likelihood to contribute in any way to workplace bullying or any other form of discriminatory behaviour.

Method of Assessment

When completing your application please ensure you only complete the sections marked below as these are the sections you will be marked against for the shortlisting stage of your application.

	Shortlisting
Qualifications	✓
Skills	✓
Knowledge	✓
Personal Quality – Serving the Public	
Personal Quality – Professionalism	
Personal Quality – Leading Change	✓
Personal Quality – Leading People	



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Personal Quality – Managing Performance	
Personal Quality – Decision Making	✓
Personal Quality – Working with Others	✓