

## Job Description – Head of Communications & Marketing

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<b>Status:</b>	<b>Full Time, Permanent</b>
<b>Location:</b>	<b>Leatherhead, Surrey – Hybrid (minimum of 2 days a week onsite)</b>
<b>Reporting to:</b>	<b>Member Relations Director</b>
<b>Department:</b>	<b>Communications &amp; Marketing</b>

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### About Police Federation England & Wales

When you join the Police Federation of England and Wales, you will be part of a non-for-profit organisation that serves more than 145,000 rank and file police officers in the political and personal arena. You will work with experts in policing, motivated colleagues, and front-line officers to position the organisation as the undisputed voice of policing.

If you enjoy working in a challenging and complex environment, connecting with a diverse range of people, Police Federation of England & Wales is a great place to work.

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### Primary Function

The Head of Communications & Marketing at the Police Federation of England and Wales (PFEW) is a newly created role responsible leading an integrated communications and marketing function. The role holder will be responsible for developing the brand, protecting, and promoting the reputation of the Police Federation as well as heading the teams responsible for operational delivery.

The Head of Communications & Marketing will provide advice and support to the Federation's leadership on key communications and marketing challenges and lead on the implementation of a One Federation communications and marketing plan. The Head of Communications & Marketing will manage and co-ordinate the entire communications and marketing function, and its resources, to ensure that the optimum service is being delivered to the whole of the Police Federation, including the Branch Boards.

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### Key Responsibilities

- Leading the implementation of a multi-channel communications and marketing strategy to support the priorities and objectives of the CEO and the National Board.

This includes a strategy to proactively widen reach, and engagement amongst members, and protect and enhance the Federation's reputation with external stakeholders and, generally, promote the Police Federation of England & Wales and its policies.

- Leadership and direction of operational teams responsible for marketing, sponsorship, events, design, media relations, digital and social media, and internal comms. This includes managing budgets, maintaining quality standards, cultivating partnerships, and overseeing performance metrics.
  - Devising campaigns including the coordination of content, messaging, digital and social media activation through to measurement and evaluation,
  - Management and coordination of PFEW events including Conference, Bravery awards, seminars, and webinars.
  - Ensuring the team is developing and maintaining relationships with key media.
  - Overseeing the process of design, production and distribution of content designed to engage target audiences including publications, digital and social media, and marketing collateral.
  - Day-to-day relations with external communication and marketing agencies engaged by PFEW.
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## **Experience**

- Experienced communications and marketing professional, with solid leadership experience within the public, private or charitable sectors.
- Proven ability to think strategically, lead teams, influence others and advise senior leaders.
- Demonstrable track record in brand building, reputation management of an organisation with complex issues and multiple stakeholders in a fast-paced environment.
- Direct practical experience of managing staff and budgets, being prepared to plan out annually in advance, presenting and arguing their recommendations and re-prioritising if budgets not approved.
- Experience of managing agencies, consultants and external stakeholders as required.
- Be a team player with a collaborative approach with experience in working cross-functionally with teams, such as legal and finance.

## **Key Skills**

- Strong leadership skills; drive, tenacity whilst managing self.
- Can develop excellent relationships at all levels.
- Will drive quality, innovation, and continuous improvement.
- Analytical and structured, can understand the bigger picture.
- Strong communication skills
- Demonstrates good judgement, is positive yet realistic.
- Proven ability to mentor and develop high-performing teams.

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### **What PFEW will offer you**

We offer multiple benefits to our HQ employees including: flexible working, hybrid working, competitive salary, private healthcare, enhanced pension contribution, enhanced leave, employee assistance program, life assurance onsite free lunches and refreshments, free onsite gym, free onsite parking, 26 days holiday (increasing with length of service), mental health clinics, support for continuous professional development, employee discounts and more....

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### **Interview Process**

- Telephone Interview with Talent Acquisition Lead
- First interview with Interim Head of Communications and Chief of Staff
- Final Interview with Member Relations Director and Chief Executive Officer

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\*Please note that these duties and responsibilities are not exhaustive and may be changed from time to time in line with the reasonable requirements of the Police Federation and as directed by the line manager, on behalf of the Head of Department.