



# Gangmasters & Labour Abuse Authority

## Head of Communications & Engagement

### Summary of the role

To direct and lead the development, implementation, governance and evaluation of strategic communications, both internally and externally, for the Gangmasters and Labour Abuse Authority (GLAA) in order to help protect vulnerable and exploited workers. Enhance the performance and reputation of the GLAA and provide strategic and tactical communications advice to the authority's Senior Leadership Team.

To develop collaborative and strategic partnership communications and engagement activity with partner agencies, manage the communications and engagement team and provide strategic advice to the authority on all communications issues.

### Responsibilities

- Develop and direct the implementation and evaluation of strategic and tactical communications plans to protect vulnerable workers from exploitation, raise public awareness and understanding of labour exploitation and modern slavery, assist the GLAA in achieving its strategic objectives and enhance the authority's reputation
- Establish and lead the GLAA's Communications and Engagement Team demonstrating effective leadership and embed the use of strategic communications within the GLAA
- Direct and provide the strategic lead for the GLAA on all communications and engagement functions including media services, public relations, marketing, digital, employee engagement, corporate identity and image, stakeholder management, crisis management and partnership communications to ensure a co-ordinated, consistent and effective communications service.
- Maintain and enhance positive relationships with all stakeholders including employees, media organisations, public, private and third sector organisations to facilitate and influence effective engagement and support for the GLAA and action aimed at eradicating labour exploitation.
- Lead the development of a leadership communication and engagement strategy to improve internal communication and staff engagement across the GLAA.
- To provide strategic and tactical communications advice to the GLAA's Chief Executive and Senior Leadership Team.
- Identify opportunities to enhance staff morale, embed the GLAA's values within the organisation, and increase public confidence and the GLAA's reputation, through the use of engagement activity.
- Represent the GLAA at a local and national level on strategic communications

issues.

- To undertake regular appraisals of staff in accordance with the GLAA PDR process, take responsibility for helping to address their professional and career development needs and to be an ambassador for the GLAA's PROUD values

## Knowledge and Skills

Essential	Desirable
<ul style="list-style-type: none"> <li>• Demonstrable experience (at least five years) at a strategic level in the delivery of a range of communications and engagement disciplines comprising both internal and external (media handling, stakeholder management, marketing) in a large and complex organisation.</li> <li>• A proven track record managing significant and protracted national media interest in the context of crisis management, and significant experience in change management communications and stakeholder management.</li> <li>• Educated to at least degree standard (or equivalent) and have a qualification equivalent to a diploma in some aspect of communications (from, for example, the National Council for the Training of Journalists, the Chartered Institute of Marketing, the Chartered Institute of Public Relations).</li> <li>• A thorough knowledge of various pieces of legislation (including those Acts impacting on publications and information disclosure).</li> <li>• Proven (at least five years) senior management experience in a large organisation; Political astuteness in order to manage the GLAA's interface with partner agencies.</li> <li>• Excellent leadership skills and proven experience of people management, the ability to direct, motivate, inspire, and develop personnel.</li> <li>• Ability to prioritise and manage personal and departmental workloads efficiently and effectively and remain calm and positive, often in challenging and highly stressful</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge or experience of communications and engagement activity within law enforcement, Government or another aspect of public sector life</li> <li>• Ability to speak and/or write in languages other than English</li> </ul>

circumstances.

- Exceptional written, oral and presentational communications skills and highly polished negotiation skills,
- Must be able to routinely travel to locations across the county and occasionally outside the county. Flexible approach to work and prepared to work outside normal working hours when required.

In addition the post holder must have a valid passport.