

## UKROE ROLE PROFILE

### Head of Corporate Communications

<b>JOB TITLE:</b>	Head of Corporate Communications
<b>RESPONSIBLE TO:</b>	Chief Operating Officer
<b>LOCATION:</b>	Hybrid (3 days at Head Office, Manchester City Centre/2 Remote)
<b>HOURS</b>	37.5
<b>SALARY</b>	£62,000
<b>VETTING REQUIREMENT</b>	Baseline Personal Security Standard and NPPV Level 2
<b>CLOSING DATE</b>	Sunday 23 <sup>rd</sup> May 2026
<b>TO APPLY</b>	Apply via LinkedIn
<b>FURTHER APPLICATION REQUIREMENTS</b>	<p>A suitability statement detailing your requirement for the role (no more than 500 words) will be required as part of your application. This can be emailed to <a href="mailto:recruitment@ukroed.org.uk">recruitment@ukroed.org.uk</a>.</p> <p>Shortlisted candidates will be asked to provide a portfolio of work or notable examples of previous communications outputs relevant to the role.</p>

#### About UKROEd

UKROEd Ltd is a private, not-for-profit company responsible for the delivery, management and administration of the National Driver Offender Retraining Scheme (NDORS) on behalf of the Police service. It is the operating company of the Road Safety Trust and is committed to the education and training of drivers who commit low level traffic offences.

UKROEd values and respects each individual employee, client and customer and is committed to promoting equal opportunities throughout its workforce. As such, all relevant applicants will receive consideration for employment without regard to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

#### Overview of the role

As Head of Corporate Communications for UKROEd, you will lead, inform and impart your expertise and knowledge to deliver an expertly crafted, proactive communications function.

You will lead the development and delivery of UKROEd's corporate communications strategy, enhancing organisational reputation, visibility and impact across the road safety sector, media and key stakeholders at a national level.

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The role is responsible for strategic communications, messaging and reputation management and crisis management to ensure consistent, clear and effective communication aligned to organisational priorities.

Reporting directly to the Chief Operating Officer, the postholder will also work closely with the UKROEd Senior Leadership Team to ensure alignment between operational delivery and corporate communications in addition to working alongside other business area owners to support effective engagement with police forces, course providers and other stakeholders. Your role will also involve you working closely and collaboratively with the Director of Communications and Engagement and Communications and Advocacy Manager for The Road Safety Trust to ensure communications are aligned – when appropriate – and supportive of wider objectives where needed.

### Principal Duties and Responsibilities

<b>Communications and Representation</b>	
	Provide strategic leadership for communications activity with an objective to strengthen organisational impact and build a strong, credible profile within the road safety community and national media
	Work with the Head of Operational Services to prepare and disseminate knowledge and messaging in relation to legal matters, NDORS and national road safety legislation.
	Provide senior representation national and local conferences and events, as required.
	Supervise and manage any outsourced provision relating to the Communications function such as the UKROED website and social media delivery.
	Have responsibility for the planning and commissioning UKROEd webinar series and annual calendar of digital content
	Design, implement and oversee a corporate communications strategy that drives measurable impact and delivers clear, tangible outcomes.
	Develop and oversee the delivery of an operational social media communications plan ensuring relevant digital content across a number of platforms.
	Lead business continuity planning by developing key strategies and policies, as appropriate to the business area. This includes the Public Confidence Plan, Annual Stakeholder Survey, Crisis Communications Policy, UKROEd Social Media Strategy, and Business Continuity Plans and Policy.
	The NPPC Roads Policing Conference is a key tactic within our stakeholder engagement operations. As the Head of Communications and with the appropriate members of staff, you will lead on the event delivery and accompanying communication delivery plan.
<b>Reputation, Media, External Affairs</b>	

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	Lead and manage media relations, including proactive and reactive engagement with national, regional and trade media.
	Act as the organisation's lead for reputational risk, developing strategies to protect and enhance public confidence.
	Oversee the development of key messaging, press releases and briefing materials for senior leaders.
<b>Crisis Communications &amp; Risk</b>	
	Lead the development and delivery of crisis communications plans and protocols, ensuring organisational readiness.
	Provide strategic advice during high-profile or sensitive incidents, including media handling and stakeholder messaging.
	Ensure alignment between business continuity planning and communications response.
<b>Insight, Evaluation &amp; Continuous Improvement</b>	
	Establish and embed communications evaluation frameworks, including KPIs and performance metrics.
	Use data, insight and audience analysis to inform communications strategy and improve effectiveness.
	Report on communications performance, impact and emerging risks to senior leadership and the UKROEd Board.
<b>Brand, Content &amp; Consistency</b>	
	Act as guardian of the UKROEd brand, ensuring consistency of messaging, tone and visual identity across all channels.
	Oversee the development of high-quality, accessible content across digital and traditional platforms.
	Ensure communications are clear, inclusive and aligned to organisational values and EDI principles.
<b>Internal Communications</b>	
	Lead the development of an internal communications approach that supports employee engagement and organisational alignment.
	Lead and oversee on the delivery and design of both the UKROEd Annual Report and the D&I Annual Report and any other corporate documents beyond this. This will involve the collation of appropriate data, whilst also identifying key messages and ensuring content is appropriate, informative and representative of the organisational delivery.
<b>Digital &amp; Innovation</b>	

	Drive continuous improvement in digital communications, including website, social media and emerging channels.
	Identify opportunities to innovate and modernise communications approaches, improving reach and engagement.
	Oversee and work with the projects team on the development of a new UKROEd website. You will need to lead on identifying the website scope, developing content, ensuring brand requirements are met, as well as engaging with the relevant stakeholders. Your objectives will be to sign off a website that utilises cutting edge technology, satisfies purpose and meets the needs of the key stakeholders,
<b>Leadership &amp; Team Management</b>	
	Lead, develop and support the communications function and team members to ensure high performance and professional standards.
	Meet your contractual obligations around head office working to foster collaboration, appropriate engagement, mentoring and guidance for your team.
<b>Financial</b>	
	As a member of the Business Leadership Team, take responsibility for developing and monitoring expenditure in line with the delegated budget for your business area
	Responsible for the timely production and presentation of clear, concise and relevant reports to the Board and its sub-committees, as appropriate to your business area, including financial, risk and performance updates, as well as ad hoc reporting. This includes the provision of management information and data to support EDI reporting.
<b>Partnership Working</b>	
	Work closely with the Head of Operational Services and other Business leads to ensure communications effectively support operational delivery and stakeholder engagement.
	Build strong relationships across the organisation to ensure joined up and consistent messaging.

## UKROEd Person Specification Head of Corporate Communications

<b>Job Related Knowledge</b>	<p><b><i>Essential</i></b></p> <ul style="list-style-type: none"> <li>• In-depth knowledge of corporate communications, media relations and reputation management</li> <li>• Strong understanding of crisis communications and issues management</li> <li>• Knowledge of strategic communications planning and delivery</li> <li>• Understanding of digital communications, including social media and website management</li> <li>• Awareness of governance, risk and performance reporting frameworks</li> </ul> <p><b><i>Desirable</i></b></p> <ul style="list-style-type: none"> <li>• Knowledge of the road safety, policing or transport sector</li> <li>• Understanding of public sector or not-for-profit environments</li> </ul>
<b>Experience</b>	<p><b><i>Essential</i></b></p> <ul style="list-style-type: none"> <li>• Significant experience in a senior communications leadership role</li> <li>• Proven experience of designing and delivering corporate communications strategies with measurable outcomes</li> <li>• Experience of managing high-profile, complex or sensitive communications issues including crisis communications</li> <li>• Experience of working with senior stakeholders, including Boards, SLT and external partners</li> <li>• Experience of media management, including proactive and reactive engagement</li> <li>• Experience of managing external suppliers, agencies or contractors</li> </ul>

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	<p><b><i>Desirable</i></b></p> <ul style="list-style-type: none"> <li>• . Experience of working within a regulated, public sector or policing environment</li> <li>• Experience of supporting public confidence, behavioural change or awareness campaigns</li> </ul>
<b>Skills and Aptitudes</b>	<p><b><i>Essential</i></b></p> <ul style="list-style-type: none"> <li>• Excellent strategic thinking and planning skills, with the ability to translate strategy into delivery</li> <li>• Outstanding written and verbal communication skills, with the ability to tailor messaging to different audiences</li> <li>• Strong influencing and advisory skills, particularly with senior leaders</li> <li>• Ability to build effective working relationships across functions, particularly with operational teams</li> <li>•</li> <li>• Strong stakeholder management and engagement skills</li> <li>• Ability to manage competing priorities and deliver at pace</li> <li>• Strong analytical and evaluation skills, including the use of data and insight to measure impact</li> <li>• High level of professional judgement, discretion and resilience, particularly in sensitive situations</li> </ul>
<b>Qualifications</b>	<p><b><i>Essential</i></b></p> <ul style="list-style-type: none"> <li>• Degree-level qualification (or equivalent experience) in communications, public relations, journalism or a related field</li> </ul> <p><b><i>Desirable</i></b></p> <ul style="list-style-type: none"> <li>• Professional accreditation (e.g. CIPR, PRCA or equivalent)</li> <li>• Relevant training in crisis communications, media handling or leadership</li> </ul>