



## JOB PROFILE

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| <b>POST TITLE:</b>      | <b>Communications Officer</b>   |
| <b>GRADE:</b>           | <b>F</b>  |
| <b>DIRECTORATE:</b>     | <b>OPCC</b>   |
| <b>RESPONSIBLE TO:</b>  | <b>Senior Communications and Engagement Officer</b>   |
| <b>RESPONSIBLE FOR:</b> | <b>N/A</b>  |
| <b>LOCATION:</b>        | <b>Hindlip</b>  |
| <b>JOB PURPOSE:</b>     | <p><b>Develop and deliver communications to support the Police and Crime Commissioner using a range of channels appropriate to our audiences, with a primary focus on articles for media and public consumption.</b></p> <p><b>Ensure alignment of output to identified strategic objectives and priorities and contribute to their delivery.</b></p> <p><b>Develop and manage relationships with key stakeholders, including media outlets, communities and local partners.</b></p> <p><b>Provide a strong voice for the PCC and communities they represent.</b></p> |

### MAIN RESPONSIBILITIES:

1. Develop and deliver tactical communication & engagement strategies, initiatives and plans (internal and external) in line with agreed priorities using a wide range of channels. Lead on specific areas of Police and Crime Commissioner (PCC) communications and engagement.
2. Provide strategic advice and guidance to PCC and senior officers / managers in relation to major and critical incidents, PCC activities and corporate reputation risks.
3. Make best use of appropriate technology, good practice and devise innovative, effective solutions to deliver targeted communications and engagements to meet operational priorities. Deliver key messages and

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| communications using a range of communication channels, including media, digital and social media. Develop new and existing opportunities to maximise impact and efficiencies.  |  |
| 4. Manage service suppliers e.g. monitoring agencies, photographic services, graphic design, print buying and digital advertising.  |  |
| 5. Establish and maintain professional and positive working relationships with key stakeholders, including media organisations, partners and community-based organisations to extend the reach of the PCC's communications and engagement. Negotiate and consult with both internal and external stakeholders to protect and manage risks to the reputation of the PCC. In particular, manage and enhance the reputation of the PCC through local, national and international conventional and digital media. |  |
| 6. Provide effective and efficient written communications and information which positively and proactively promote the PCC. Use both communications and engagements effectively to build public confidence and enhance community safety and reassurance, reaching both internal and external audiences.   |  |
| 7. Champion equality, diversity and inclusion in all OPCC activity.   |  |
| 8. Assist the PCC in the fulfilment of their public consultation responsibilities under s.96 Police Act 1996 as amended, and provide input and advice to ensure those responsibilities are carried out in the most effective and efficient ways possible.   |  |
| 9. Develop and have oversight of the PCC's public engagement and communications strategies, and align work to their aims and objectives.  |  |
| 10. Support the Deputy PCC and Assistant PCCs in carrying out their roles, such as identifying opportunities for engagement and producing communications.   |  |
| 11. Provide specialist advice and support to the OPCC team. Undertake other duties commensurate with the nature, level of responsibility and grading of this post. Deputise for the Senior Communications and Engagement Officer as required.   |  |
| 12. The specific activities of this post may be varied from time to time following consultation with the post holder provided such revision shall remain consistent and commensurate with the grading of this post and the broad nature of the generic activities set out in the Job Purpose.   |  |
| <b>Special Conditions:</b>  | <ul style="list-style-type: none"> <li>• This post is politically restricted under the Local Government and Housing Act 1989 (as amended).</li> <li>• Travel throughout the West Mercia area</li> <li>• There may be a requirement to work unsociable</li> </ul> |

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|                        | hours including weekends |
| <b>Security level:</b> | Standard Vetting         |

## **BEHAVIOURS:**

All post holders are expected to know, understand and act within the ethics and values of the Police Service. These nationally recognised behaviours and values are set out in the Competency and Values Framework (CVF).

The CVF has six competencies that are clustered into three groups:

- **Resolute, compassionate and committed**
- **Inclusive, enabling and visionary leadership**
- **Intelligent, creative and informed policing**

Under each competency there are three levels that show what the behaviours will look like in practice.

This role requires the post holder to be operating at or working towards **Level 1** of the CVF.

## **PERSON SPECIFICATION**

### **Knowledge:**

- Educated to at least A level or equivalent qualification level.
- Extensive knowledge of media law, ethics and codes of conduct and an understanding of the production, distribution and consumption of all forms of media, including new and multi media.
- Knowledge of both internal and external, marketing, digital and social media communications.
- Knowledge & understanding of the statutory engagement requirements of the Police and Crime Commissioner.

### **Experience:**

#### **Essential:**

- Experience of delivering operational communications, including crisis and reputation communications management and communications strategy development and delivery within a large and complex organisation.
- Experience of communications campaign development, reputation

management, digital communications delivery (including social media) and internal communications.

- Experience of commissioning and managing service providers e.g. monitoring agencies, photographic services, graphic design, print buying and digital advertising.
- Experience of leading communication or engagement projects and initiatives from concept to implementation and evaluation.
- Experience of using local, regional and national media coverage and other publications to deliver organisational aims and objectives.
- Experience of delivering tactical communication plans to effectively manage complex, high profile, fast moving and politically sensitive incidents or operations.
- Experience of building and maintaining effective working relationships both internally and externally, involving the public, key stakeholders, governance bodies, media and partner agencies.

**Desirable:**

- Experience of working in an emergency service or similar fast-paced communications environment.
- A degree in a specialist relevant subject such as communications, journalism or media or a relevant professional qualification, e.g. NCTJ..
- Experience of project management.
- Experience of event planning/management.
- Experience of website design/maintenance.

**Key Skills:**

**Essential:**

- High level of strategic thinking and analysis.
- Exemplary verbal and written communication skills.
- High level of influencing and interpersonal skills.
- Ability to identify and deal with sensitive issues.
- Ability to work to a deadline and under pressure.

- High level of creatively / innovative thinking.
- Ability to multi task and prioritise work, high level of planning and organisational skills.
- Versatility and adaptability in style and approach.
- Good problem-solving skills.

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| Author: | Gareth Boulton, Chief Executive |
| Date:   | August 2022                     |