

Job Description

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| **Post Title:** | Communications and Engagement Officer |
| **Grade:** | F |
| **Responsible to:** | Head of Media and Communications |
| **Location:** | The Office of the Police and Crime Commissioner  (Currently located at 3 Northgate Street, Warwick). |
| **Author:** | Polly Reed, Chief Executive |
| **Date:** | May 2021 |

## Job purpose

## To develop and deliver communications activities for the Office of the Police and Crime Commissioner, using channels appropriate to a range of different audiences.

## To develop and drive consultation and engagement activity to fulfil the strategic and statutory requirements of the OPCC.

## Main responsibilities

1. In line with the statutory requirements and the priorities of the Police and Crime Plan, develop and support the Head of Media and Communications to develop communication and engagement strategies, and implement and deliver initiatives and plans.
2. Support the fulfilment of the 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 way possible.
3. Devise innovative and effective solutions to deliver targeted communications and engagements to meet organisational priorities. Identify and utilise a range of communications channels to reach and engage communities in Warwickshire, targeting activities where required to elicit engagement from all.
4. Support the Commissioner to visit and engage with communities across the breadth of the county.
5. Develop and run events and workshops to support the Commissioner’s priorities.
6. Deliver key messages and communications using internal communication channels, digital and social media, media communication channels and marketing opportunities. Develop new and existing engagement possibilities to maximise impact and efficiencies.
7. To assist the development and delivery of advice and training to enhance the communication capability and capacity of the OPCC workforce.
8. To manage service suppliers as required, e.g. photographic services, graphic designers, website suppliers, creative concept and total marketing solution suppliers.
9. Establish and maintain professional and positive working relationships with key stakeholders, including media organisations, partners and community-based organisations. Negotiate and consult with both internal and external stakeholders to protect and manage risks to the reputation of the Commissioner. In particular, manage and enhance the reputation of the Commissioner through local, national and international, specialist, social and digital media.
10. Provide effective and efficient written communications and information which positively and proactively promote the Commissioner. Use both communications and engagements effectively to build public confidence and enhance community safety and reassurance, reaching both internal and external audiences.
11. Deputise for and provide resilience to the Head of Media and Communications as required.
12. Report to the Police and Crime Panel on the Commissioner’s behalf as required.
13. To lead on specific projects and developments, and convene task and finish groups as required.
14. Maintain professional awareness and horizon scan for future developments, with a commitment to own and organisational development
15. Demonstrate a commitment to equality and diversity through actions and activities, using knowledge and tools to understand the impact of decisions on users.
16. Undertake any other duties as reasonably commensurate with the role.

## Special conditions

Significant travel across Warwickshire

This role is politically restricted.

Occasional out of hours work required to support the Commissioner with evening and weekend engagement activity.

## Security level

Recruitment Vetting

CTC Vetting

# Person specification

## Knowledge

A Level or equivalent by experiential learning

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 multimedia.

Knowledge of both internal and external, marketing, digital and social media communications.

Knowledge and understanding of the statutory engagement requirements of the Police and Crime Commissioner.

Knowledge of current issues facing the public sector and policing in particular

## Experience

Experience of leading communication or engagement projects and initiatives from concept to implementation and evaluation.

Experience of communications campaign development, reputation management, digital communications delivery (including social media) and internal communications.

Experience of event planning/management.

Experience of website maintenance.

Experience of commissioning and managing service providers, e.g. photographic services, website suppliers, graphic design, print buying and digital advertising.

Experience of providing training to enhance the communication capability and capacity of an organisation’s workforce.

Experience of providing advice in relation to policy, strategic planning and performance.

Horizon scanning to keep abreast of emerging agendas and issues

Using information and intelligence to ensure effective decision making and policy development and continuous improvement

Carrying out research activities and projects using a range of techniques and methods

## Key Skills:

Excellent communication, writing and presentation skills.

Ability to work successfully with and influence partners and stakeholders, including members of the public.

High level of creativity and innovative thinking.

Ability to interpret, analyse and translate complex information.

Ability to construct coherent arguments and articulate ideas clearly to a range of audiences, formally and informally using a variety of techniques.

Proven negotiating, influencing, networking and partnership building skills.

Ability to prioritise and manage workloads and competing priorities and meet deadlines.

Ability to utilise a full range of standard office IT software/packages.

# Behaviours: Practitioner

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 are three levels that show what behaviours will look like in practice.

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