

Job Title: Senior Communications Officer (Violence Reduction Unit)	
Job Evaluation Number	C313

## JOB DESCRIPTION

<b>Job Title:</b> Senior Communications Officer (Violence Reduction Unit)	<b>Location:</b> HQ South, Kidlington
<b>Job Family:</b> Business Support	<b>Role Profile Title:</b> BB4 Police Staff
<b>Reports To:</b> Head of Corporate Communications	<b>Band level:</b> 4I
<b>Staff Responsibilities (direct line management of):</b> Nil	

a. **OVERALL PURPOSE OF THE ROLE:** Defines the role, put simply, why it exists.

**The overall purpose of the role is to:** plan, co-ordinate, deliver and evaluate day to day internal, external and stakeholder communications for the Violence Reduction Unit.

b. **KEY ACCOUNTABILITY AREAS:** Define the important aspect of the role for which the job holder is responsible for results or outcomes.

**The key result areas in the role are as follows:**

1. Provide direct and targeted communication to the a variety of audiences in relation to local and Thames Valley wide violence reduction issues, plan and implement communications plans, writing and editing copy for a range of publications and channels and evaluate the success of all communications.

2. Identify areas of risk in relation to media enquiries, community tensions and other issues, which are likely to have an impact on public confidence or generate significant media interest and take appropriate action.

3. Take the lead on day to day planning and delivery of all internal, external and partnership communications in support of the violence reduction unit and provide timely and accurate updates to the Head of the Unit, Department and Senior Responsible Officer and ensure all communications comply with media law and national and local processes and policies.

4. Provide senior officers and staff advice and direction on communication response, leading the coordination of communications response to the work of the violence reduction unit and partners efforts to reduce violence ensuring the most appropriate channels are used.

5. Horizon scan and contribute to planning the unit and partnership internal and external response to relevant local, regional and national announcements, capitalising on opportunities, mitigating risks. This includes oversight of communications strategy and tactical plan.

c. **DIMENSIONS:** Include matters as key result areas that make the greatest demands on the role holder, seasonal pressures, items processed, the number of customers and/or level of authority to make financial decisions or commit other resources.

**Further Comments:**

The role is instrumental to ensuring the successful planning, coordination, delivery and evaluation of internal, external and stakeholder communications activity for the Violence Reduction Unit and across the complex partnership landscape of the Thames valley region.

The Senior Communications Officer (VRU) will be professionally managed by the Head of Corporate Communications whilst being 'tasked' by the Violence Reduction Unit. The role will also be accountable to the Head of the Violence Reduction Unit.

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**d. CHARACTERISTICS OF THE ROLE**

**Expertise:** Concerned with the level of administrative, professional and/or technical expertise (knowledge and skills) needed to perform the role effectively; may be acquired through experience, specialised training, and/or professional or specialist education and training.

<b><i>The knowledge or skills required in the role are as follows (essential or desirable):</i></b>	<b><i>E/D</i></b>
1. Equivalent communications/media experience.	E
2. Experience of working in a large public or private sector organisation across a complex partnership landscape	E
3. Excellent interpersonal skills, a good team player and sound problem solving ability.	E
4. Proven ability to plan, prioritise, implement and monitor campaigns seeing the work through to completion, including excellent writing skills for a variety of mediums (social networking, intranet and website).	E
5. Excellent IT skills and a thorough understanding of the use of digital channels for communication.	E
6. Proven experience of negotiating and influencing at a senior level as the role requires you to provide specialist tactical advice to senior officers.	E
7. Experience of media law.	D
8. Proven experience of co-ordinating or supervising others.	D