

Job Title: Communications Support Assistant	
Job Evaluation Number	B537

JOB DESCRIPTION

Job Title: Communications Support Assistant	Location: Headquarters South Corporate Communications
Job Family: Business Support	Role Profile Title: BB2 Police Staff
Reports To: Communications Manager	Band level: 2E
Staff Responsibilities (direct line management of): Nil	

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

The overall purpose of the role is to: Provide internal and external communications support to the Corporate Communications Department.

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. Support the community and employee engagement team in the creation and implementation of public awareness and behavioural change campaigns and internal communications and employee engagement campaigns, including force change projects.
2. Support the media relations team in answering and responding to press enquiries which will include drafting statements and press releases.
3. Assist the digital team in the development of social media and digital channels, including the TVP website and force intranet, producing content to provide direct communication to our people, public and partners.
4. Support the department in organising, planning and running events including press briefings/conferences, staff engagement events and public events, including the Force Open Day.
6. Action or disseminate communications requests as appropriate coming into the department via central inboxes or phone lines to ensure a timely and appropriate response.
7. Support the daily tasking process by recording actions, chasing updates and completing individual tasks to facilitate the appropriate response to incidents affecting our people, public and partners.
9. Support the research, insight and evaluation officer in the performance of their role, including assisting with the commissioning of primary research such as audience surveys, focus groups and interviews to inform communication strategies, evaluate activity and monitor effectiveness of communications channels internally and externally.
10. Provide communications support to the department in the event of a major incident to ensure that the public are appropriately warned and informed.

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:

Reports directly to the Communications Manager but will be tasked by other members of the management team as a department support post.

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Daily responses to requests for internal messages, low level press releases, general requests for communications support.

Daily support for the department tasking process.

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.

<i>The knowledge or skills required in the role are as follows:</i>	<i>E/D</i>
1. Educated to A Level or above including English with some experience in a communications, public relations or journalism role. Or a qualification in communications, public relations or journalism and no direct experience.	E
2. Excellent writing skills for a variety of mediums to include social media, intranet and website.	E
3. Proven IT skills particularly in the use of MS Office and a willingness to learn new systems for communicating with a diverse audience.	E
4. Good interpersonal skills with the ability to work with people at all levels of the organisation.	E
5. Strong team player with the ability work under pressure.	E
6. Proven ability to contribute creative ideas to the team in campaign planning and creation of digital content.	D
7. Experience of working with the media.	D
8. The ability to make and edit short video clips and pictures.	D