

Job Title: Media Officer	
Job Evaluation Number	A282

JOB DESCRIPTION

Job Title: Media Officer	Location: HQ South
Job Family: Business Support	Role Profile Title: BB3 Police Staff
Reports To: Media Manager	Band level: 3H
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 information to the communities served by Thames Valley Police via the media, the TVP website and social/digital channels in order to promote understanding of, and support for, the work of the Force and to promote Thames Valley Police at a local and national level.

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. Respond to daily and out of hours enquiries from local, national and specialist media, including writing and distributing regular press releases. When required, act as an official spokesperson for the Force for local, national and specialist media. Respond directly to public enquiries about incidents and activity via social and digital channels.
2. Organise broadcast media interviews and manage the media at operational incidents, press conferences/briefings and when required at campaign launches. Support the communications officers in planning and attending open events to promote the work of the Force directly to the public.
3. Monitor traditional and social media interest and coverage of national policing issues relating to TVP. Alert the Media Manager and Head of Department to any media/social media related risks to TVP and work with senior officers, including the Chief Constable's Management Team to prepare Force responses to critical incidents and national policing issues.
4. Maximise opportunities and originate ideas for proactive media relations, act as point of contact for officers in operational support functions, deal with all reactive and proactive media queries and maximise proactive opportunities to promote the successes of the Force and engage with the public.
5. Work closely with the communications teams to ensure the flow of information is appropriately timed for the media, communities, and our own staff and support the implementation of public relations and local policing initiatives contributing copy to the internet, intranet, social and digital channels and other media appropriate to the audience.
6. Contribute to media training to prepare student officers for media contact and provide guidance to officers and staff on media relations.
7. Record information accurately on Vuelio and other press bureau systems in order for demands, workloads and performance information to be produced on a regular basis.
8. Monitor and evaluate traditional media and social media coverage of Force initiatives, including preparation of briefings on coverage for senior officers. Ensure that accurate records are kept for high profile incidents and for disclosure purposes.

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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 to the Media manager. Will work at tier 2 and occasionally level 3 of the department service delivery model and have contact with individuals and departments throughout the Force including chief officers and with journalists in local and the national media.

Process all media enquiries to the force and produce up to 4,000 press releases a year.

Deal with 7,000 phone calls per year.

Out of hours duties when required to work on initiative and within policies to provide a first level of response to media and operational officers, including SIOs. This will be undertaken working a on call shift pattern providing an out of office service. One weekend out of seven will be spent working at the nearest police station to the role holder's address to provide a weekend media service

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.

The knowledge or skills required in the role are as follows (essential or desirable):	E/D
1. A good standard of education with a nationally recognised communications qualification or working towards accreditation (e.g. NCTJ Proficiency Test, CAM Dip) or relevant equivalent experience.	E
2. Recent and proven experience of working with national, local and specialist media for a high profile organisation.	E
3. Proven writing skills and an ability to give high quality interviews to the broadcast media, both live and recorded.	E
4. Excellent interpersonal skills and the ability to remain calm and respond quickly and accurately while under pressure.	E
5. Excellent IT skills with a working knowledge of Microsoft Office and the ability to learn new IT systems.	E
6. A working knowledge and understanding of social networking systems and the ability to use video and recording devices for use on YouTube etc.	E
7. Prepared to work unsocial hours on a shift rota which includes weekend, being on-call and out of hours working.	E
8. Must have the capability to travel to different locations across the Force area to undertake all assignments in a timely manner. Due to the requirement to work flexibly, unsocial hours and personal safety for lone working; public transport may not be available or suitable at these times. For this reason a full UK driving licence is considered essential.*	E
Additional Comments: * At interview, candidates will be asked to confirm their willingness to undertake this Basic Driving Assessment, which in turn will enable the use of a police authorised vehicle.	