

Role Profile – Community Engagement

This is not a job description or an exhaustive list of responsibilities but is designed to give you an understanding of the scope of work expected to be undertaken in this area.

This area of the team enables, advises and supports the local policing areas (LPAs) to effectively engage with their communities.

Fixed support: 3 x communications officers

Additional support: senior communications officer, communications support assistant

Considerations

- A key part of this role is developing relationships at a local level to identify community engagement opportunities and inform approach. Strong relationship management skills are therefore critical;
- This is an enabling role, supporting local officers and staff to better engage with their communities. Coaching and advisory skills are therefore necessary;
- Support will be provided on an LPA basis but wherever possible activity should be delivered at a county level for maximum impact and efficiency i.e. where initiatives are occurring in several places;
- Innovation in community engagement methods is necessary within this role so proactivity in speaking with local officers, partners and the community to identify what works/ what is not working is vital;
- The role will continue to be based out of HQ South but inevitably the nature of the role will require more time out of the office. Hire cars will be accessible;

Scope of role

- Use qualitative and quantitative data to develop an understanding of your community profile, positioning yourself as the expert within Corp Comms on effective engagement within your county;
- Work with local teams and partners to create and deliver a local community engagement strategy for the prevention, reduction and detection of crime with measurable objectives;

- Advise and/or deliver targeted community engagement in relation to community issues i.e. long term problems, crime trends etc.
- Work with your community engagement peers to identify and develop new methods of community engagement, using learnings from other forces and public sector organisations to inform approach;
- Work with local commanders and neighbourhood teams to identify and develop relationships with key local community or online groups;
- Attend relevant partnership meetings at a local level;
- Identify opportunities for community engagement through Corp Comms DMM and provide specialist advice to department where required on how best to communicate with your local area;
- Proactively promote local activity/successes to improve public confidence;
- Support the campaigns team in the development and execution of campaigns on a local level providing community insight where required;
- Deliver professional and valuable evaluations of activity;
- Work with each other and the digital team to provide a framework for growing and improving the use of digital channels locally including Thames Valley Alert, Cover it Live and available social media channels and help to upskill and enable local officers and staff in this area.