

JOB DESCRIPTION

Job Title: Communications and Engagement Officer - PCC	
Job Family: Business Support	Role Profile Title: BB3 Police Staff
Reports To: Communications and Engagement 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 effective communication between the Office of the OPCC (Police and Crime Commissioner), TVP Communities and Partner Agencies by creating and implementing communications / engagement plans.

b. **KEY ACCOUNTABILITY AREAS:** Define the important aspects 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. Develop / implement communication and engagement plans to transmit the priorities, policies, decisions and actions of the OPCC to communities and partners across the Thames Valley.
2. Develop effective working relationships with partner agencies and relevant organisations to identify opportunities to collaborate for effectiveness / efficiency and share learning.
3. Produce content including copy, pictures and video to use across cross-communication channels and ensure that the most appropriate channel is used to reach the target audience
4. Monitor comment by the public, partners and media on the policies, plans, decisions and actions of the PCC, OPCC and/or key partners (e.g. TVP, Government and partners), summarising key correspondence and initiatives and escalating concerns / opinions where necessary
5. Support the creation, distribution and publication of the PCC's Police and Crime Plan, Annual Report and other formal communications to ensure effective publication of the PCC's key messages to meet statutory obligations.
6. Responsible for the day to day maintenance and content creation for sections of the PCC's websites and social media accounts to ensure they promote engagement and contain up-to-date / accurate information.
7. Provide support in the planning and delivery of events, including conferences promoting the messages / work of the OPCC to obtain the views of the public.
8. Media: Produce media and press releases, act as first point of contact for enquiries and determine necessary action (e.g. interviews, comments, general information concerning the PCC), including; Development, production and preparation of media and press releases, organisation of media briefings and liaison with the media and partners.
9. Identify, develop and implement new methods of community and partner engagement to meet the needs of the public / service users to ensure effective interaction with hard to reach audiences.
10. Support the creation and implementation of public awareness and behavioural change campaigns in line with the OPCC Delivery Plan.

11. Providing lateral support and cover to other Business Support Officers within the Team in order to maintain resilience.

c. **DIMENSIONS:** Include matters such 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:

Support the planning and delivery of a series of engagement events across the Thames Valley including public meetings and stalls at third party events which could involve evening and weekend work amounting to approx. 30 a year. The post-holder may be required to attend meetings and events held outside of normal office hours, including at weekends

In discharging the above key result areas the post-holder may be required to engage with regional and national working groups involving representatives of bodies such as:

- APCC
- TV Police and Crime Panel
- TV local authorities and other partners (statutory or otherwise)
- Regional PCC/Force Collaboration Boards
- Home Office (and other Government agencies, including HMIC and the Audit Commission)
- Corporate Communications department
- TVP staff/officers at all levels

Will have contact with managers and staff at all levels of the organisation and with members of the public, journalists and the local community.

Will work with Thames Valley Police and other partner agencies to identify opportunities to deliver joint communications.

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 (essential or desirable):</i>	<i>E/D</i>
1. Nationally recognised qualification in communications, public relations, journalism, or relevant experience.	E
2. Experience of delivering effective communication and engagement activities, including dealing with the media.	E
3. Excellent written skills including the ability to write / update content for websites and social media.	E
4. Proven ability to plan, prioritise and multi-task different activities whilst meeting set deadlines (e.g. events, press conferences, media interviews).	E
5. Experience of using different Technology platforms with a willingness to learn new systems for communicating with diverse audiences. Experience of working with Microsoft Office and its associated applications (Word, Excel, etc.)	E
6. Good interpersonal skills, proven ability to work with people at all levels and a sound awareness and understanding of diversity issues.	E

7. Proven ability to interpret complex information content, simplifying it appropriately to communicate it to relevant audiences.	E
8. Must have capability to travel to different locations across the Force and 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
9. Flexible approach to working is essential as some events will require attendance at evenings and/or weekends**.	E
10. Previous experience of web design and/or maintenance.	D
<p>Additional comments: At interview, candidates will be asked to:</p> <p>* confirm their willingness to undertake this Basic Driving Assessment, which in turn will enable the use of a police authorised vehicle.</p> <p>** indicate their ability to undertake evening and weekend working as determined by business need.</p>	