

Job Title: Communications Officer	
Job Evaluation Number	B539

JOB DESCRIPTION

Job Title: Communications Officer Note: Specialist roles 1) Employee Engagement 2) Campaigns 3) Community Engagement	Location: HQ South
Job Family: Business Support	Role Profile Title: BB3 Police Staff
Reports To: Communications 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 two-way communications between the Force and its staff and external audiences by creating, implementing and evaluating communications plans across the Force.

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. Manage a range of internal clients across the Force at department and LPA level supporting their internal and external communications requirements.

2. Provide direct communication to our people, partners and the public in relation to local and Force-wide issues using the methods of communication most preferred by the targeted groups, to enhance public confidence in the Force.

3. Develop effective working relationships with partner agencies or relevant organisations and other forces to identify opportunities to collaborate for mutual benefit.

4. Produce engaging content including copy, pictures and videos to use across all TVP channels and the media ensuring the most appropriate channels are used for the message and target audience.

5. Contribute to the planning, content and coordination of the in-house publication Thames View to ensure that we effectively communicate with our staff and officers about key local and national policing news and promote the work of the force.

6. Promote our successes within policing and wider communications industry to raise profile of the department and foster good practice in police communications.

SPECIALIST AREAS

These are specialist accountabilities for the Employee Engagement function

1. Create and implement internal campaigns in line with the annual campaign strategy and evaluate the success of the communications.

2. Manage and implement communication strategies for Force change projects. Provide communications support and advice to senior members of staff and work with business change and project managers to plan and implement internal and external communication plans or campaigns in line with the project objectives.

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3. Responsible for the day to day management of force communications channels and messages out to the organisation to ensure the effective and timely sharing of information to relevant audiences.

4. Work with the People Directorate and Service Improvement and use industry wide best practice to analyse levels of employee engagement and propose and implement new engagement methods.

These are specialist accountabilities for the Force Campaigns function

1. Create and implement public awareness and behavioural change campaigns in line with the annual campaign strategy, insight from force data and best practice, and to evaluate the success of the communications.

These are specialist accountabilities for the Community Engagement function

1. Support LPAs to develop and implement local communication and engagement strategies to assist in the prevention, reduction and detection of crime, working with local partners at every opportunity.

2. Proactively promote the work of the LPAs to improve public confidence.

3. Work closely with the force digital team, neighbourhood teams, CSPs and other key local influencers to improve public engagement, particularly with hard to reach communities.

4. Identify, develop and implement new methods of community engagement to meet the needs of the public we serve and improves interaction with hard to reach audiences.

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 associated communications manager within Corporate Communications and will work at levels 2 and 3 of the department service delivery model.

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 the local partner agencies and local community leaders to plan and deliver local messages to the community. (Not applicable for Employee Engagement)

Will deliver change communications to all corporate project managers.

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. A nationally recognised qualification in communications, public relations, business or journalism or relevant equivalent experience.	E
2. Experience of working in a large public or private sector organisation.	E

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3. Proven ability to plan, prioritise, implement and monitor campaigns seeing the work through to completion and effective distribution.	E
4. Excellent writing skills for a variety of mediums to include social networking, intranet and website.	E
5. Proven IT skills including a willingness to learn new systems including content management systems for communicating with diverse audiences, a working knowledge of social networking processes and the ability to use video devices.	E
6. Good interpersonal skills, proven ability to work with people at all levels and a good awareness of diversity issues.	E
7. A team player with the ability to work independently and to meet tight deadlines using own initiative.	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
9. Experience of change communications.	D
10. Recent experience of working with local and national media (Not required for Employee Engagement)	D