

Job Title: CTPSE/SEROCU Communications Officer	
Job Evaluation Number	C159

JOB DESCRIPTION

Job Title: CTPSE/SEROCU Communications Officer	Location: HQ South - Kidlington
Job Family: Business Support	Role Profile Title: BB3 Police Staff
Reports To: CTPSE/SEROCU Strategic Communications Lead	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: create, implement and deliver internal/external communications for both units, providing specialist advice to Officers/staff in both CTP SE/SEROCU whilst working with other South East Forces to coordinate communications across the region.

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. Provide Officers/staff with tactical advice in the areas of media relations, consequence management, campaigns/employee communication and engagement with management oversight.
2. Deliver communications plans/support on a day to day basis for operational incidents of all nature, court cases, events, campaigns and change programmes/projects to ensure audiences are communicated with effectively.
3. Provide direct internal communications across CTSPE/SEROCU to Officers/staff through the most appropriate channel to ensure the timely delivery of accurate information. Ensure the day to day internal communications support through disseminating messages to Officers/staff across both units to guarantee effective, timely sharing of information across the most appropriate channels.
4. Monitor and respond to daily media enquiries from local/national media, ensuring that an appropriate response is given by; writing and distributing media releases/statements, organising media interviews, assisting with media management at operational incidents, press conferences/briefings, monitoring news coverage and participating in the out of hours on call rota.
5. Create 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.
6. Deliver public awareness campaigns and behavioural change campaigns in support of CTPSE/SEROCU priorities on a day to day basis. Ensure national campaigns are supported at a regional level, which then contribute to evaluating the success of the campaigns.
7. Establish and maintain effective working relationships with counterparts in corporate communications departments across the region and CTP/ROCU networks to support the delivery of internal/external communication requirement for both regional units.
8. Deliver effective communications that promote the identity, work and successes of CTPSE/SEROCU in line with unit priorities to a variety of audiences via the most appropriate channel.

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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:
The role delivers the day to day internal/external and stakeholder communications for CTPSE/SEROCU. Both units are tasked with keeping communities across the South East safe from serious harm. Officers/staff need to be well informed: it is vital the public, media and other stakeholders have an awareness of the unit's work and its role in keeping communities safe.
The regional CT and ROCU Communications Team cover the South East (Hampshire, Kent, Surrey, Sussex and Thames Valley). As such the role holder will liaise on a regular basis with the communications teams from the five Forces, National Counter Terrorism Policing Head Quarters, National Police Chiefs Council, Home Office and the National Crime Agency.
The role holder will work within a team that delivers on all internal/external communications for CTPSE/SEROCU.
The role holder must have the capability to travel to different locations across the Force and South East region to undertake assignments of any nature in a timely manner whilst being available to work flexibly, unsociable hours and participate in an out of hours escalation/on call rota.
On occasions, due to operational requirements the role holder may be required to provide support across the corporate communications department (inclusive of out of hours support and weekends)

d. CHARACTERISTICS OF THE ROLE

Expertise:

<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, business or relevant communications experience.	E
2. Experience of working in a large public, private sector or high profile organisation.	E
3. Good interpersonal skills, proven ability to work with people at all levels and a good awareness of diversity issues.	E
4. Proven ability to plan, prioritise, implement and monitor communications projects seeing the work through to completion and effective distribution.	E
5. Excellent writing skills for a variety of mediums to include social networking, intranet and website.	E
6. Experience of working in a team, but have the ability to work independently to meet tight deadlines whilst using own initiative.	E
7. Recent experience of working with local/national media and a working knowledge of media law and its application.	E
8. Excellent IT skills and a thorough understanding of the use of digital channels for communication.	E
9. Must have capability to travel to different locations across the Force and South East Region, undertaking all assignments in a timely manner, being available to work some evenings and weekends, where required. Due to the requirement to work flexibly, participate in an on call rota*, unsocial hours and personal safety for lone working; public	E

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transport may not be available or suitable at these times. For this reason a full UK driving licence is considered essential **.

Additional comments: At interview, candidates will be asked to:

* participate in a regular on call rota

** confirm their willingness to undertake the Basic Driving Assessment, which in turn will enable the use of a police authorised vehicle.