

Date:	August 2019
Job Title:	Communications and Engagement Officer
Post Number:	DP4499
Division/Department/Section:	Communications & Engagement Team, OPCC
Line Manager (Name/Title & Post Number)	Susan Bloss, Head of Communications and Engagement

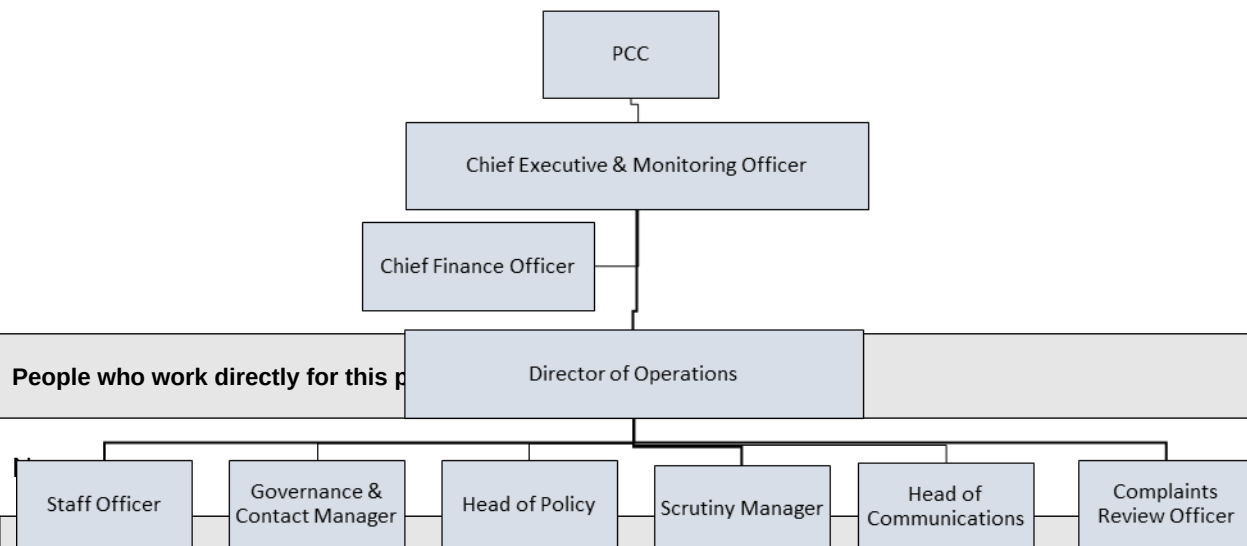
1. PURPOSE

To assist in the delivery of planned communications activity in support of the Office of the Police and Crime Commissioner, alongside contribution to a fast-time media relations service and the OPCC's community engagement and consultation strategy.

Communications strategies are developed and delivered across multiple channels – including traditional media, online and social media, and internally – ensuring all our stakeholders receive the information they need, by the most appropriate method, to deliver the strategic objectives of awareness, understanding, engagement or behavioural change depending on the needs of an issue.

Activity should achieve clear outcomes, such as increasing public confidence and understanding of priority projects. Engagement will be based on a good understanding of communities, to ensure that the views of Dorset's people and communities are represented in setting local policing priorities and in developing policing services.

2. POSITION IN THE ORGANISATION



3. MAIN RESPONSIBILITIES

What is the post responsible for? (INPUT)	With what results? (OUTPUT)
<p>Contribute to the provision of a timely, compliant and relevant news service to the media, public and colleagues, including assisting media conferences or events and chaperoning representatives on attachments to teams or operations.</p> <p>Contribute to day-to-day news monitoring and analysis, considering both traditional and social media, disseminating this information to relevant colleagues.</p> <p>Use professional knowledge and experience to proactively, confidently and quickly advise and influence colleagues on the best communications approach for planned and reactive issues - including attending project management meetings - and put this approach into action. Taking personal responsibility for such advice.</p>	<p>Communications projects delivered by the post-holder are based on organisational need, directly contribute to outcomes, such as helping to increase public confidence and reassurance, and help deliver organisational change.</p> <p>External and internal stakeholders remain informed and educated about the latest news from the OPCC.</p> <p>Emerging news that may affect the OPCC is quickly identified and disseminated to relevant colleagues, in particular where information may have an impact on the organisation.</p> <p>The communications approach deployed by the post-holder for planned projects is professionally developed and delivered, avoids reputational risk while maximising opportunities. Outcomes deliver long-term, sustainable behavioural change. For reactive incidents and emerging issues, the approach deployed is professionally informed and avoids reputational risk. Content produced is concise, engaging and accurate.</p>

Assist in delivering an over-arching digital and community engagement and consultation strategy, based on a good understanding of communities.	Ensure that the views of Dorset's people and communities are represented in setting local policing priorities and in developing policing services.
Assist, brief and prepare the Police and Crime Commissioner for digital, engagement and consultation events, meetings and opportunities. Providing support at such events.	To ensure the PCC is fully briefed and able to handle the engagement opportunity effectively and professionally in line with planned outcomes. Ensure that the on-site arrangements and logistics are well run in order to maximise the effectiveness of the engagement/consultation opportunity.
Support the maintenance of the PCC's website and assist in harnessing the effective use of electronic and social media and the exploitation of the website as a means of engagement and consultation as well as information provision.	Ensure the website supports a high profile for the Police and Crime Commissioner and seek to maximise the use of online surveys, online forums as well as social networking opportunities. Information is provided via the best channel, not just the most obvious or traditional one.
Produce or commission a range of high-quality communication materials in support of the PCC's communications and engagement activities, to include basic audio editing techniques.	Ensure that a professional image is presented utilising high quality and impactful materials, information and messages. External suppliers are cost and time effective, working to the direction of the post-holder for projects they manage.
Personally deliver excellent customer service to internal and external stakeholders; for example by quickly and accurately writing, proofing and disseminating news releases and responding helpfully to media enquiries.	Internal and external stakeholders value the service provided by the post-holder, which in turn will improve engagement with, and the confidence of, the public.
Utilise journalistic and multimedia skills to support in creating media and public interest in the work of the Office of the Police and Crime Commissioner.	To promote the OPCC's key messages through the creation of news content, press releases, videos, pictures and social media.
Liaise with other organisations for multi-agency issues and maintain a network of relationships with a wide range of internal and external stakeholders, including communications and engagement colleagues elsewhere.	Ensure consistency and avoid duplication in communications activity for multi-agency issues. To develop effective communications and engagement opportunities, working closely with internal and external contacts and partners and drawing from best practice nationally.
Use research tools and techniques to identify the best tactics for projects delivered and carry out evaluation to evidence the impact of communications activity.	Sound research underpins communications strategies developed by the post-holder and evaluation measures their effectiveness.
This list of duties is not restrictive or exhaustive and the post-holder may be required to carry out duties from time to time that are either commensurate with/or lower than the grade of the post. In some posts this might include the ad-hoc provision of guidance and informal training of new	To support the overall needs of the Office of the Police and Crime Commissioner as and when required, including supporting the Office at times of peak demand or staff shortages.

colleagues.		
4. CONTACTS Five main contacts, internal or external (other than Manager), which the post-holder regularly deals with in the course of their work.		
1.	The Police and Crime Commissioner and colleagues from the Office of the PCC.	
2.	Officers and staff across the Force.	
3.	External providers of communications services, including creative and digital agencies.	
4.	A broad range of external stakeholders and partners	
5.	Members of the public and the media, both in response to engagement on specific issues and as the direct recipients of campaigns delivered by the post-holder.	
5. SPECIAL CONDITIONS/ADDITIONAL INFORMATION Any special arrangements surrounding the job e.g. 24 hr responsibility, on-call time, and weekend work in this section.		
N/A		
6. HEALTH & SAFETY TRAINING		
<p>To satisfactorily enable you to undertake the above duties, the Force expects that you will make yourself available to undertake appropriate health and safety management training relevant to your post.</p> <p>You are advised to read the Force's Health and Safety policy which will give a more in depth description of your full health and safety responsibilities.</p>		
7. HEALTH MONITORING		
<p>Your line manager has the responsibility to refer to the risk assessments appropriate to your role to identify any health and safety training required e.g. manual handling training, VDU assessment, Control of Substances Hazardous to Health (COSHH) etc.</p>		
8. VETTING Certain designated posts require enhanced vetting in line with the Force Vetting Policy. Details of such specified below eg 'this post is subject to vetting' or 'this post is subject to higher level vetting'. Vetting clearance will need to be obtained prior to appointment of a candidate.		
Higher-level vetting.		
9. TERMS OF APPOINTMENT		

This is a full time post based at Force Headquarters, within Scale F (commencing at £27,774, rising by yearly increments to a maximum of £32,673).

Core office hours are 9.30am to 3.00pm, Monday to Friday, with 40 minutes for lunch, totalling 37 hours per week. The emphasis is on completion of work rather than hours performed, but clearly within the constraints of Working Time Regulations.

These core office hours are standardised, however owing to the business of the Communications and Engagement team, availability of at least one member of staff is expected to be maintained between 7.30am and 6.00pm on Monday to Friday. This is managed through the use of a rota system.

In addition, the nature of the work is not always '9 to 5 weekdays'. The post-holder would be expected to work outside normal hours if circumstances demanded this and would be expected to respond positively to pre-notified out-of-hours requirements to support OPCC needs. This includes attendance at weekend engagement events upon occasion. Where necessary, appropriate enhancements will be paid.

This is a politically-restricted post.

A driving licence is required.

10. PERSON SPECIFICATION

Essential Criteria

Essential qualifications/specific training/alternative relevant experience, knowledge, skills which are required for this post.

Criteria to be measured	Competencies Required
Criteria A	Possession of an academic or professional qualification, to degree level, in a corporate communications or journalism related discipline – or equivalent theoretical knowledge gained through professional experience – alongside practical experience in a communications and engagement role.
Criteria B	Highly-developed interpersonal skills, including experience of influencing and negotiating. Able to assert personal authority and professional influence, in both formal and informal settings, with internal and external stakeholders, to sustain the confidence of the PCC, colleagues, partners/stakeholders and the public.
Criteria C	Confident working under pressure, to deadlines and while managing multiple projects simultaneously; with a track record of delivering on time.
Criteria D	Good research, analytical and formal evaluation skills; including the ability to access information from a variety of sources and assess what is important, verified and should be considered in the development of a communications approach. Experience of effectively preparing clear briefings and other documents, including communication material and evaluation reports

Criteria E	Sound problem-solving skills and the ability to make good decisions quickly and autonomously; with experience using these skills to identify and advise on the best communications and engagement approach for planned projects and campaigns, which need to achieve long-term behavioural change with colleagues and members of the public.
Criteria F	Excellent written and formal communications skills, alongside proven presentation skills, including the ability to write concisely, accurately and engagingly for a variety of audiences, and knowledge of visual and digital design principles, with the ability to edit and proof to a high standard.
Criteria G	Good IS, online and social media skills, including competence with word processing and presentation software, knowledge of email systems, ability to update website content management systems and use social media.
Criteria H	Ability to act with integrity and maintain appropriate confidentiality and to represent the organisation in a highly professional manner.
<u>Desirable Criteria (if applicable)</u>	
<u>Desirable</u> qualifications/specific training/alternative relevant experience, knowledge, skills which are required for this post.	
Criteria to be measured	Competencies Required
Criteria I	Good working knowledge of filming, audio, photography and/or more advanced web publishing techniques.
Criteria J	Understanding of the roles of a Police and Crime Commissioner in the broader policing, criminal justice and community safety landscape. Experience of working with members in a political environment
Criteria K	Experience of successfully servicing community engagement meetings and events.