


ROLE PROFILE	Multi-Media Communications Officer	
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SECTION 1: PRINCIPAL RESPONSIBILITY

Principal Responsibility	<p>The principal responsibility is to assist the Vision Zero South West Comms & Engagement lead in turning communications strategies into deliverable multi-media campaigns, working independently and in partnership with other agencies, e.g. with politicians, police officers, journalists and the public in order to achieve these aims.</p> <ul style="list-style-type: none"> • Analysing and interpreting communications strategies, and using other data to create actionable delivery plans within a given budget that will assist in achieving strategic aims • Building an engaged audience via social media platforms, producing and commissioning a wide range of multi-media products, from leaflets to broadcast-quality video. • Leveraging different media channels in order to reach different socio-economic groups and be able to evidence best practice in communications. • Commissioning and producing multi-media content (video, photography, animation, polls etc) and using these tools to engage an audience and convey key messages, keeping up to speed with new trends, techniques and technologies in this area, and working with external suppliers such as website developers, photographers and videographers within a defined budget. • Engaging traditional and social media to respond to journalistic inquiries to leverage that relationship for the public benefit. • Communicating Vision Zero South West's objectives to stakeholders, including local authority members, the press and public. • Analysing data, collating and presenting findings both internally and externally. • Representing Vision Zero South West's communications team at a wide variety of meetings, both internal and external, and including public events, engaging with members of the public. • To deputise for the communications and engagement manager. <p>The 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.</p>				
Role Type/Family	Police Staff	Grade	7	Vetting Clearance	RV
JE Ref.	C513				
Political Restrictions	This role is subject to Political Restrictions				
Role-Specific Training and CPD to be undertaken.	None				

SECTION 2: ESSENTIAL CAPABILITIES & EXPERIENCE (For selection purposes)

Formal Qualifications required	<ul style="list-style-type: none"> • Professional journalism qualification such as NCTJ-accreditation or similar • A National College for the Training of Journalists senior qualification (NQJ) or similar qualification/experience.
Essential experience and specialist skills and knowledge	<ul style="list-style-type: none"> • Skilled in the use of photography, videography and audio recording equipment and able to demonstrate use of these in a professional environment. • Demonstrable experience of managing others and working within a team. • Demonstrable experience in the use of data analytics. • Able to translate strategic plans into delivery plans. • Able to communicate with a high standard of written English. • Able to demonstrate an ability to engage the public in campaigns. • Able to demonstrate experience of being able to make data-driven decisions. • Demonstrable experience of working in a fast-moving breaking news environment.
Essential Behavioural Competencies	<ul style="list-style-type: none"> • Community and Customer Focus • Negotiation and influencing • Effective communication • Problem solving • Planning and organising • Personal responsibility • Resilience • Respect for race and diversity

SECTION 3: BEHAVIOURS

BEHAVIOURS

LEADERSHIP

Negotiation and influencing

B Uses logic and reason to influence others. Persuades people by using powerful arguments. Identifies clear aims in negotiations and achieves satisfactory outcomes.

Customer and Community focus

A Maintains a broad understanding of social trends and identifies what effect they will have on the organisation. Creates processes that make sure stakeholders' and customers' views and needs are clearly identified and responded to. Puts in place strategies for media and community relations.

WORKING WITH OTHERS

Respect for race and diversity

A. Understands other people's views and takes them into account. Is tactful and diplomatic when dealing with people, treating them with dignity and respect at all times. Understands and is sensitive to social, cultural and racial differences

Effective communication

A Explains complex issues, making them easy to understand. Makes sure that important messages are being communicated and understood throughout the organisation

ACHIEVING RESULTS

Problem solving

B Gathers information from a range of sources to understand situations, making sure it is reliable and accurate. Analyses information to identify important issues and problems. Identifies risks and considers alternative courses of action to make good decisions.

Personal responsibility

B Takes personal responsibility for own actions and for sorting out issues or problems that arise. Is focused on achieving results to required standards and developing skills and knowledge.

Planning and organising

B Plans activities thoroughly for self and others. Builds milestones into plans, monitors progress and adjusts them as necessary in response to any changes. Provides clear direction and makes sure that staff know what is expected of them.

Resilience

A Shows reliability and resilience in difficult circumstances. Remains calm and confident, and responds logically and decisively in difficult situations.