**JOB DESCRIPTION**

**Job title: Communications Officer**

**Grade:** Grade 6

**Directly responsible to:** Media and Communications Manager

**Directly responsible for:** NA

**Location:** West Midlands Police and Crime Commissioner

**Job Purpose:**

To promote the role of the Commissioner to enhance the reputation of the office and influence public confidence.

To advise on all matters relating to media and communications.

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| **Main duties and responsibilities:** |
| 1. Support the development and implementation of a wide range of policies, plans and strategies (particularly in relation to internal and external communications, public relations, marketing, digital communications and social media)
2. Provide timely advice to the Police and Crime Commissioner (PCC), Chief Executive (CE) and PCC staff on all aspects of media and communications
3. Support the development and implementation of effective strategies which raise the profile of the PCC locally, regionally and nationally
4. Promote diversity and racial equality, ensuring that all matters relating to media and communications have proper regard for equality and diversity issues
5. Support the development and implementation of a range of internal communications processes and channels to ensure staff are fully informed and understand their role in achieving the PCC’s objectives
6. Utilise socio-demographic profiles of the communities in the West Midlands to effectively target communications activities
7. Monitor media activity, current events and trends and provide insight to PCC team members as appropriate
8. Seek-out and apply innovative uses of channels of communication and social media
9. Devise, develop and implement communications activity plans to support the PCC’s objectives
10. Capture and analyse output from the full range of the PCC’s communication channels and provide customer insight to inform the activities of the PCC
11. Deliver in the day-to-day operation of the PCC’s media function e.g. handling media enquiries, liaising with the media, co-ordinate photo opportunities,producing and coordinating social media etc.
12. Support in the production of speeches, press releases, website content and other PR/media communications
13. Prepare internal communications to ensure staff are fully informed and understand their role in achieving the PCC’s objectives e.g. staff newsletters
14. Gather, analyse and interpret organisational and customer insight in relation to media and communications
15. Develop, produce and present content for speeches, press releases, website content and other PR and media communications, briefing papers, reports, spreadsheets and presentations
16. Support the Head of Communications in their role as link officer to the Strategic Police and Crime Board in relation to media and communications
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| **Other responsibilities:** |
| * Support the Police and Crime Commissioner and Chief Executive in raising awareness of and actively promoting the role of the PCC with political leaders and decision makers across the West Midlands
* Build, maintain and manage effective and influential relationships with a wide range of colleagues in other organisations locally, regionally and nationally
* Represent the PCC and CE/management and contribute to discussions at multiagency meetings/conferences/events
* Ensure compliance with the framework for knowledge management to support effective decision making
* Support the delivery of ad hoc projects that contribute to achieving the priorities of the PCC
* Support the development of programmes and projects and initiatives and ensure the delivery of required outputs and outcomes
* Support the implementation of change programmes
* Take personal responsibility for personal and professional development and maximise own resources in a way with reflects the values of the PCC
* Work closely with the other colleagues to improve operational practices and effectiveness
* Ensure compliance with all PCC policies, procedures and practices
* Some out of hours working will be required
* Undertake such additional duties as are reasonably commensurate with the level of the post
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**Personnel Specification**

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| **FACTORS** | **ESSENTIAL** | **DESIRABLE** | **HOW IDENTIFIED** |
| Qualifications | * Degree or equivalent or experiential learning
 | * Project management training/qualification (e.g. PRINCE or similar)
* Media training or qualification
 | Application form |
| Experience | Experience of:* working in a public relations, marketing and media environment
* supporting the development and implementation of strategies and plans in relation to marketing, communications, digital communications and public relations
* providing advice in relation to marketing, communications, digital communications and public relations
* managing projects
* horizon scanning to keep abreast of emerging agendas and issues
* multi-agency and partnership working
* ability to use information and intelligence to ensure effective decision making and continuous improvement
* managing a wide range of communication channels, including digital channels
* analysing, interpreting and utilising community and organisational insight to inform decision making and continual improvement
 | Experience of:* working in a political environment
* working as a journalist or member of the media
* using social media in a public sector communication environment
 | Application formInterview |
| Knowledge and skills | * Knowledge of current issues facing the public sector and policing in particular, including key policy areas to marketing, communications, digital communications and public relations
* Support the development, review and implementation of strategies and policies
* Construct coherent arguments and articulate ideas clearly to a range of audiences, formally and informally using a variety of techniques
* Ability to identify and mitigate organisational risk in relation to media and communications
* Ability to work in a pressurised environment and manage competing priorities whilst delivering on a range of projects and adapting to changing circumstances and priorities
* Highly developed communication and presentation skills
* Exceptional writing skills in particular developing content for speeches and press releases etc.
* High levels of analytical skills
* Proven negotiating, influencing, networking and partnership building skills
* Ability to utilise a full range of standard office IT software/packages
* Knowledge of project management methodologies
* Managing sensitive information in a confidential manner
 | * Knowledge of relevant legislation in particular the Police Reform and Social Responsibility Act 2011
* Knowledge of project management methodologies

Understand:* structures and functions of Police and Crime Commissioners and the tripartite structure of policing in the UK
* the Government’s public sector reform programme and police reform in particular
* Knowledge and understanding of the Equality Act 2010
 | Application formInterviewTest |
| Personal Qualities | * Proactive ‘self-starter’
* Ability to seek out innovation and creative solutions
* Ability to work on own initiative
* Ability to work as part of a team to achieve objectives
* Political sensitivity and astuteness
* Promote diversity and racial equality
* Commitment to continuous professional development
 |  | Interview |