



ROLE PROFILE

Role Title:	Public Information Officer
Rank/Grade:	Scale 5 – SO1
Job Family:	OPCC
Reporting to:	Project Manager OPCC
Main purpose of the role:	To contribute to achieving the vision, purpose and values of Bedfordshire Police.

Key Responsibilities

- Provide communications support to the Office of Police and Crime Commissioner (OPCC) in conjunction with the Director of Public Information. Meet with PCC and wider OPCC daily, giving communications advice around emerging issues and exploring proactive opportunities.
- Act as the communications link between the OPCC and Bedfordshire Police, maintaining good working relationships with the force communications team and key internal customers.
- Lead on campaigns and portfolios which support the Police & Crime Plan, sourcing proactive 'good news' stories to highlight the work of the OPCC and give visibility in wider force communications where appropriate. Create and distribute a monthly newsletter for stakeholders outlining the work of the OPCC.
- Utilise and provide guidance to the wider OPCC team on the full range of internal and external communication channels (including social media) to communicate with the right audience, at the right time, in the right way. Publish news on the website, pull analytics reports and use software to ensure there are no broken links etc.
- To monitor the website and assess if everything is correct and up to date. To brief the Chief of Staff on what needs to be completed ahead of Business Review Meetings.
- Monitor traditional and social media and provide a weekly update to OPCC. In liaison with the Director of Public Information, react appropriately when required to ensure the corporate image of the OPCC is maintained and enhanced.
- Work alongside the Head of Engagement to set up events which relate to the Police and Crime Plan and can be utilised to promote work of OPCC. Attend external events and engagements on behalf of the OPCC as required.
- Ensure the consistent application of the PCC brand and key messages through all proactive communications, both internally and externally.
- Establish and maintain good working relationships with assigned partners and stakeholders ensuring that opportunities are maximised to deliver OPCC communications through partner-owned channels, delivering value for money.
- Establish and maintain good working relationships with the wider communications team, collaborating and commissioning accordingly to ensure the timely delivery of an integrated communications service for both planned and reactive outputs.
- Provide a regular evaluation of communications activity, proving the campaign objectives have been met and demonstrating value for money, return on investment, added value to the organisation, as well as the levels of engagement and interaction with the public.
- Handle and log incoming enquiries from the media, ensuring that an appropriate response is given.
- Take part in multi-agency emergency critical incident planning when required.
- Work with the Director of Public Information to facilitate the delivery of press conferences and media interviews on television, radio and print media.

Ensure that the Deputy Head of Communications, communications colleagues, and the Force Executive are aware of any urgent or emerging issues which could compromise the reputation of the force.



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Meetings contribute to or lead

- Police and crime panel, media folder
- BRM: Website review
- RJ Steering Group
- Attending the daily comms meeting

Annual Contribution

- Photos and quotes for the annual report
- During the year to keep a folder for the PCC of media releases for the annual report

Office Contribution

- Supporting office events during evenings and weekends as required
- Columns monthly x2
- Newsletter monthly

Financial e.g. limits/mandates	Non-financial e.g. staff responsibility
• None	• None

Agile Working	
Psychological Assessment	
Return on Investment	
Limited Duties	

Entry Requirements
Must have an excellent standard of written and verbal communications for correspondence

Any other General Requirements/Scope
Obligatory Requirements
<ul style="list-style-type: none">• Before commencement of this appointment, this role is subject to medical assessment. For some roles health screening or surveillance may be required on a regular basis, as identified by line manager risk assessments.• There is a requirement for the role holder to meet the probationary objectives set.



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Personal Qualities (Behavioural Competencies)

Technical Skills and Behavioural competencies may be used for promotion / recruitment / selection / PDR processes

We are emotionally aware

I treat others with respect, tolerance and compassion. I acknowledge and respect a range of different perspectives, values and beliefs within the remit of the law. I remain calm and think about how to best manage the situation when faced with provocation. I understand my own emotions and I know which situations might affect my ability to deal with stress and pressure. I ask for help and support when I need it. I understand the value that diversity offers. I communicate in clear and simple language so that I can be easily understood by others. I seek to understand the thoughts and concerns of others even when they are unable to express themselves clearly.

We take ownership

I actively identify and respond to problems. I approach tasks with enthusiasm, focusing on public service excellence. I regularly seek feedback to understand the quality of my work and the impact of my behaviour. I recognise where I can help others and willingly take on additional tasks to support them, where appropriate. I give feedback to others that I make sure is understandable and constructive. I take responsibility for my own actions, I fulfil my promises and do what I say I will. I will admit if I have made a mistake and take action to rectify this. I demonstrate pride in representing the police service. I understand my own strengths and areas for development and take responsibility for my own learning to address gaps.

We are collaborative

I work cooperatively with others to get things done, willingly giving help and support to colleagues. I am approachable, and explain things well so that I generate a common understanding. I take the time to get to know others and their perspective in order to build rapport. I treat people with respect as individuals and address their specific needs and concerns. I am open and transparent in my relationships with others. I ensure I am clear and appropriate in my communications.

We deliver, support and inspire

I take on challenging tasks to help to improve the service continuously and support my colleagues. I understand how my work contributes to the wider police service. I understand it is part of my collective responsibility to deliver efficient services. I take personal responsibility for making sure that I am working effectively to deliver the best service, both individually and with others. I am conscientious in my approach, working hard to provide the best service and to overcome any obstacles that could prevent or hinder delivery. I support the efficient use of resources to create the most value and to deliver the right impact. I keep up to date with changes in internal and external environments. I am a role model for the behaviours I expect to see in others and I act in the best interests of the public and the police service.

We analyse critically

I recognise the need to think critically about issues. I value the use of analysis and testing in policing. I take in information quickly and accurately. I am able to separate information and decide whether it is irrelevant or relevant and its importance. I solve problems proactively by understanding the reasons behind them, using learning from evidence and my experiences to take action. I refer to procedures and precedents as necessary before making decisions. I weigh up the pros and cons of possible actions, thinking about potential risks and using this thinking to inform our decisions. I recognise gaps and inconsistencies in information and think about the potential implications. I make decisions in alignment with our mission, values and the Code of Ethics.

We are innovative and open-minded

I demonstrate an openness to changing ideas, perceptions and ways of working. I share suggestions with colleagues, speaking up to help improve existing working methods and practices. I constantly reflect on my own way of working and periodically review processes and procedures to make continuous improvements. I adapt to change and am flexible as the need arises while encouraging others to do the same. I learn from my experiences and do not let myself be unduly influenced by preconceptions.