



## ROLE PROFILE

<b>Role Title:</b>	<b>Communications Officer</b>
<b>Rank/Grade:</b>	<b>SO2 to PO1</b>
<b>Job Family:</b>	<b>Communications</b>
<b>Reporting to:</b>	<b>Deputy Head of Public Information</b>
<b>Main purpose of the role:</b>	The purpose of Bedfordshire Police is Protecting People and Fighting Crime Together. Our style is Firm, Fair and Friendly. The Communications Officer contributes towards this purpose by providing a service in Public Information and maintaining a visible presence at Police Stations amongst communities. They will put victims and the public at the heart of all that they do, therefore creating safer and confident communities. They will take action to safeguard victims of crime, vulnerable people and witnesses.

<b>Key Responsibilities</b>	
<ul style="list-style-type: none"> <li>• Act as a communications SPOC for an assigned portfolio area, establishing and maintaining good working relationships with the team and key internal customers; providing professional communications advice and working proactively to assess how communications can support their work.</li> <li>• Translate business objectives into communications objectives and develop fully integrated communication plans for assigned portfolio area, outlining objectives, audience/insight, strategy/ideas, implementation and scoring/evaluation to guide the planning and development of activity.</li> <li>• Source proactive 'good news' stories from across designated portfolio area, which helps to improve our ability to fight crime and protect the public, and promotes successes and achievements both internally and externally.</li> <li>• To guide, support and recommend the most appropriate methods of communication and audience targeting in a proactive situation to senior officers and staff.</li> <li>• Utilise the full range of internal and external communication channels, to communicate with the right audience, at the right time, in the right way, publishing across a range of channels including web and social media. Monitor media and all other channels, and in liaison with the Deputy Head of Public Information, reacting appropriately when required to ensure the corporate image of the force is maintained and enhanced</li> <li>• Ensure the consistent application of the force brand and key messages through all proactive communications, both internally and externally</li> <li>• Establish and maintain good working relationships with assigned partners and stakeholders ensuring that opportunities are maximised to deliver force communications through partner-owned channels, delivering value for money.</li> <li>• Establish and maintain good working relationships with the wider communications and engagement team, collaborating and commissioning accordingly to ensure the timely delivery of an integrated communications service for both planned and reactive outputs.</li> <li>• 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</li> <li>• Develop quality and timely news releases, appeals, rebuttals and lines to take in response to enquiries; drafting messaging for all appropriate audience groups: our workforce, communities or partners.</li> <li>• Attend critical incidents and provide professional communications and media handling advice to senior officers at the scene.</li> <li>• Make decisions under pressure and deal effectively with complex and sensitive issues involving media, officers, victims and members of the public, escalating as appropriate.</li> <li>• Monitor and handle incoming enquiries from the media, ensuring that an appropriate response is given.</li> </ul>	



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- Take part in multi-agency emergency critical incident planning when required.
- Manage and facilitate the delivery of press conferences and media interviews on television, radio and print media.
- Respond, in a timely manner, to emerging trends and issues identified through the DMM process, offering a range of communications tools and activities such as creating artwork or producing stills/video, according to the concern, to assist with the crime reduction or future prevention
- Ensure that communications colleagues, the Deputy Head of Public Information and the Force Executive are aware of any urgent or emerging issues which could compromise the reputation of the force
- Deliver media training and media handling advice to officers and the wider communications team and be an ambassador for promoting the importance of communications and community engagement across the force. Oversee the management and delivery of press conferences and represent Bedfordshire Police at meetings, being an ambassador for the force and the wider policing community, always adhering to the Policing Code of Ethics.
- Deputising for the Senior Communications Officer when required supporting the work of the wider communications team.

**These key duties and responsibilities are intended only as a guide to the main responsibilities of the post and are not intended to restrict the scope of the postholder to perform other duties. Additional responsibilities for the postholder may be agreed on an individual basis and recorded as part of the annual performance review role requirement.**

Financial e.g. limits/mandates	Non-financial e.g. staff responsibility
<ul style="list-style-type: none"> <li>• None</li> </ul>	<ul style="list-style-type: none"> <li>• Managing own workload</li> </ul>

<b>Agile Working</b>	To be confirmed
<b>Psychological Assessment</b>	To be confirmed
<b>Return on Investment</b>	To be confirmed
<b>Limited Duties</b>	To be confirmed

Entry Requirements
<ul style="list-style-type: none"> <li>• Educated to degree level (or equivalent) and minimum of 2 years' experience working in professional communications role within a large complex organisation.</li> <li>• Ability to translate business objectives into communications objectives and develop integrated communication plans to achieve operational and strategic goals.</li> <li>• Strong communication skills and an ability to write in a clear, succinct and engaging manner, adapting for audience and channel.</li> <li>• Works effectively with others; establishing and maintaining good working relationships.</li> <li>• Ability to present ideas and effectively persuade and influence at all levels within a large diverse organisation.</li> <li>• Demonstrate ability to make decisions under pressure and deal effectively with complex and sensitive issues, providing media advice around critical incidents, and escalating as appropriate.</li> </ul>



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- Demonstrate creativity and innovation in the delivery of internal and external communications through a variety of channels
- Demonstrate ability to manage busy workload and conflicting priorities
- Experience of delivering campaigns including planning, monitoring and evaluation based upon changing priorities
- Understanding of audience segmentation and the ability to adapt internal and external communication plans to meet the communication needs of the audience
- Working knowledge of media law, equalities, human rights, data protection and freedom of information legislation.

### Any other General Requirements/Scope

Line Managers should, through consultation with their staff, identify which "Effective Performance" elements of each activity are relevant to the role.

- Forcewide, based at Police Headquarters
- Managing own workload
- 37 hours per week
- Full driving licence and ability to provide a vehicle for business purposes, therefore business insurance must be arranged by the post holder.
- Ability to work under pressure and outside normal working hours
- Participate in 24/7 on-call rota

**This role profile includes the key/core activities of the post and does not restrict the scope of the post holder to perform other duties. Additional duties may be agreed on an individual basis and recorded as part of the annual Performance and Development Review (PDR).**

### Personal Qualities(Behavioural Competencies)

#### We are emotionally aware

I consider the perspectives of people from a wide range of backgrounds before taking action. I adapt my style and approach according to the needs of the people I am working with, using my own behaviour to achieve the best outcome. I promote a culture that values diversity and encourages challenge. I encourage reflective practice among others and take the time to support others to understand reactions and behaviours. I take responsibility for helping to ensure the emotional wellbeing of those in my teams. I take the responsibility to deal with any inappropriate behaviours.

#### We take ownership

I proactively create a culture of ownership within my areas of work and support others to display personal responsibility. I take responsibility for making improvements to policies, processes and procedures, actively encouraging others to contribute their ideas. I am accountable for the decisions my team make and the activities within our teams. I take personal responsibility for seeing events through to a satisfactory conclusion and for correcting any problems both promptly and openly. I actively encourage and support learning within my teams and colleagues.



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<b>We are collaborative</b>
I manage relationships and partnerships for the long term, sharing information and building trust to find the best solutions. I help create joined-up solutions across organisational and geographical boundaries, partner organisations and those the police serve. I understand the local partnership context, helping me to use a range of tailored steps to build support. I work with our partners to decide who is best placed to take the lead on initiatives. I try to anticipate our partners' needs and take action to address these. I do not make assumptions. I check that our partners are getting what they need from the police service. I build commitment from others (including the public) to work together to deliver agreed outcomes.
<b>We deliver, support and inspire</b>
I give clear directions and have explicit expectations, helping others to understand how their work operates in the wider context. I identify barriers that inhibit performance in my teams and take steps to resolve these thereby enabling others to perform. I lead the public and/or my colleagues, where appropriate, during incidents or through the provision of advice and support. I ensure the efficient use of resources to create the most value and to deliver the right impact within my areas. I keep track of changes in the external environment, anticipating both the short- and long-term implications for the police service. I motivate and inspire others to achieve their best.
<b>We analyse critically</b>
I ensure that the best available evidence from a wide range of sources is taken into account when making decisions. I think about different perspectives and motivations when reviewing information and how this may influence key points. I ask incisive questions to test out facts and assumptions, questioning and challenging the information provided when necessary. I understand when to balance decisive action with due consideration. I recognise patterns, themes and connections between several and diverse sources of information and best available evidence. I identify when I need to take action on the basis of limited information and think about how to mitigate the risks in so doing. I challenge others to ensure that decisions are made in alignment with our mission, values and the Code of Ethics.
<b>We are innovative and open-minded</b>
I explore a number of different sources of information and use a variety of tools when faced with a problem and look for good practice that is not always from policing. I am able to spot opportunities or threats which may influence how I go about my job in the future by using knowledge of trends, new thinking about policing and changing demographics in the population. I am flexible in my approach, changing my plans to make sure that I have the best impact. I encourage others to be creative and take appropriate risks. I share my explorations and understanding of the wider internal and external environment.