

ROLE PROFILE

Role Title:	Engagement and Communications Officer
Rank/Grade:	Scale 5
Reporting to:	Communications and Engagement Manager
Main purpose of the role:	<p>The Police and Crime Commissioner is elected to represent the people of Cambridgeshire, to understand their concerns and to hold the Chief Constable to account on behalf of the public. The overall aim is to contribute to increasing public confidence and satisfaction in policing and community safety, making sure the public voice and opinion is central to decision making.</p> <p>The purpose of this role is to be the eyes, ears and voice of the Commissioner. It is about listening to the public as individuals and collectively, understanding the nature and the context of their concerns about policing and crime across the county and responding in an appropriate manner.</p> <p>You will work with the team, and support the Communications and Engagement Manager, to plan and deliver public and stakeholder engagement and communications activity.</p> <p>You will need to work in partnership with the Constabulary and local agencies to identify and deliver shared solutions to local crime and anti-social behaviour problems, in line with the objectives set in the Police and Crime Plan, often acting as a specific point of contact between the Office of the Police and Crime Commissioner and the public at large.</p> <p>You will need to travel regularly throughout the County. Your main office base will be at Police Headquarters in Huntingdon.</p>

Key Responsibilities

- **Public engagement – Listen:** Engage with the public as individuals and collectively to understand the concerns people have about policing and crime in Cambridgeshire and Peterborough. Support a flexible approach to engagement and communications that enables the public to engage in the manner that suits them best.
- **Public Engagement – Respond:** Manage casework arising from enquires from the public, including matters such as dissatisfaction and complaints, to provide advice, address concerns, and ensure an end-to-end customer service response is provided. Bring together partners and agencies to jointly resolve issues when needed. To work with colleagues to research and provide a professional response to correspondence from the public. Respond in a manner that reassures the public that their voice is being heard.
- **Public engagement – Inform:** Work with the Communications and Engagement Manager to seek opportunities to actively communicate with the public to inform them of the actions of the Commissioner and his Office. To utilise the most appropriate channels to communicate including – meetings, events, written and digital media.
- **Stakeholder engagement:** Work with stakeholders, including Cambridgeshire Constabulary and local councils, to identify and coordinate shared solutions to local crime and anti-social behaviour problems. Identifying opportunities for outreach activity and delivering targeted engagement and communication activity in priority areas. Enable agencies to understand the views of local people and support them to take a joined-up approach in addressing public concerns in a swift and effective manner. Ensure effective and efficient use of resources and engagement activity, gauging the public response to communications to avoid duplication of effort is avoided when working with appropriate partners to benefit local people.
- **Support the Commissioner:** Report local issues directly to the Commissioner. Help prepare and implement the Commissioner's public meetings, accompany the Commissioner to events and visits as needed. Prepare briefings and follow up actions resulting from public meetings and visits. Work with stakeholder organisations to gather and respond to issues raised by individuals, groups and other organisations (including members of the media) including follow up correspondence and feeding into strategy, policy making steering groups and performance arrangements.
- **Engaging vulnerable groups:** Facilitate targeted and meaningful engagement with the people living or working in hotspot geographical areas with the ultimate aim of improving feelings of personal safety and reducing the fear of crime. This includes managing relationships with parish councils, schools and other local groups, maintain regular communications and the sharing of information and key messages. Work with organisations that focus on understanding the needs of some of the most vulnerable members of society such

as members of ethnic communities, minority groups, young people, the elderly, the physically or mentally impaired. Strengthen existing networks working with and around vulnerable communities and isolated geographical areas, working to establish new ones where necessary.

- **Supporting the volunteer programme:** Promote the increased use of volunteers through effective communication and awareness raising activity and improve links between Watch groups, the Constabulary and partners.

Financial e.g. Limits/Mandates	Non-Financial e.g. Staff Responsibility
• None	• None

Entry Requirements

- Experience of public/ stakeholder engagement or community work or communications
- Excellent proven communication skills essential – written and verbal
- An interest in and knowledge of current affairs and police / crime issues would be helpful
- Experience of using a variety of communication channels
- Particular experience of, and interest in, social media channels such as Twitter and Facebook
- Confident, tenacious and driven – the ability to work with numerous individuals from a variety of backgrounds
- Higher or degree level education and/or significant directly relevant experience co-ordinating teams
- Ability to research, analyse information and communicate findings fluently in writing and summarise verbally.
- Team Player, able to interact tactfully and constructively with senior staff, officers of the Constabulary, volunteers and members of the public recognising these as colleagues and customers
- Experience of maintaining records with good attention to detail, methodical and accurate.
- Identify possible actions and solutions based on analysis.
- Able to work independently – a self-starter with the ability to identify issues that need escalating
- Excellent planning and organisational skills with an ability to anticipate requirements, prioritise and work to deadlines, and be confident to work on own initiative
- Full UK Driving licence and access to a vehicle
- Experience in the practical application of MS Word, Excel, Outlook
- Able to be flexible in hours worked – and plan around these - in order to attend occasional evening and weekend meetings/conferences

Any other General Requirements/Scope

The following would be useful but is not essential:

- Qualification in communications or similar such as NCTJ
- Knowledge/experience of the criminal justice/police/ volunteer/ local authority sectors.
- Experience of dealing with case work

General Requirements

- Vetting is required, as advised by the vetting unit.
- The post holder will be expected to undertake training as and when required.
- The post holder will be expected to comply with health and safety requirements.

Obligatory Requirements

- 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.

Assessment of Performance in Role

- Personal Development Review (PDR)

Behavioural Competencies

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.