



ROLE PROFILE

Role Title:	Communications Officer - Office of the Police and Crime Commissioner
Rank/Grade:	SO1
Reporting to:	Director of Public Engagement and Communications
Main purpose of the role:	<p>To ensure the work of the OPCC is effectively communicated internally and externally to all stakeholders.</p> <p>To ensure the OPCC's strategic work and policies are informed by the views of the public.</p> <p>Contribute to delivering the objectives set out in the Police and Crime Plan in relation to public confidence in the Police and understanding the needs of communities.</p>

Key Responsibilities

Provide specialist communications advice

Work with the Director of Public Engagement and Communications to develop and implement communication strategy for the OPCC and other projects in order to publicise the work of the OPCC internally and externally, its policies and successes.

Provide communications advice and support to the Police and Crime Commissioner, the Deputy Police and Crime Commissioner, Chief Executive and colleagues to improve public involvement and engagement.

Media relations

Lead on media relations, both proactive and reactive.

Proactive media relations – Develop press releases to promote and explain the work of the Office of the Police and Crime Commissioner. Act as spokesperson when appropriate.

Reactive media relations - Monitor local, regional and national media, ensuring proper responses are prepared and act as point of contact with all media, establishing positive relationships.

External communications

Lead on the writing of content for the website, newsletter, press releases, annual report, case studies and other publications / channels.

Experience of using digital / social media channels as part of the communications mix.

Ensure that the OPCCs website and other key communications tools are reviewed for their effectiveness, continually maintained and improved to ensure they are clear and easily accessible. Ensure ongoing compliance with public transparency rules, namely Local Policing Bodies Specified Information Order and the Information Commissioner's Office model publication scheme.

Continually explore and develop new ways to take forward external communications. Support the Commissioner in delivering the organisations duties in public involvement, appraising the effectiveness of methods used and proposing changes where appropriate.

Be the first point of contact for Freedom of Information (FOI) requests, coordinating responses and ensuring deadlines are met.

Engagement

Support the work of the OPCC in public consultation to ensure the OPCC is fully engaged with key stakeholders and the public at all levels and can demonstrate this. Devise public surveys and analyse the responses and interpret data for sharing with key stakeholders.

Proactively seek out opportunities to engage more closely and effectively with the public and stakeholders within



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Cambridgeshire in collaboration with the Constabulary and Local Authorities.

Provide support to public meetings, including preparing briefings, arranging logistic support where needed, attending public meetings and continuous liaison with appropriate members of the Constabulary.

Internal communications

Develop close ties and joint working with Cambridgeshire Constabulary Corporate Communications team to maximise the effectiveness of communication in matters of joint interest. Identify opportunities for collaborative work which will increase public confidence in the police.

Liaise with the Constabulary regarding internal communications to ensure that officers and staff are informed of the activities of the Commissioner and his Office

Personal qualities

The role requires an individual with great interpersonal skills, a can-do attitude, strong written and verbal communication skills and is in touch with new communication methodology.

Financial e.g. limits/mandates	Non-financial e.g. staff responsibility
N/A	N/A

Entry Requirements

- At least 3 years' experience working in a busy PR or public engagement environment in a complex organisation
- Strong writing skills with the ability to clearly explain complex subjects
- Previous experience of providing PR support and advice to senior management with previous marketing and communications experience
- Day to day contact with the media
- Previous experience of developing community engagement in a large organisation.
- Evidence of continuing professional development e.g. membership of appropriate professional bodies

Any other General Requirements/Scope

- Graduate Level Education desirable
- NCTJ Journalism qualification desirable
- Full driving licence and the ability to provide a vehicle for business purposes
- 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

Assessment of Performance in Role

Personal Development Review – PDR

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Behavioural Competencies	
Serving the public	
Demonstrates a real belief in public service, focusing on what matters to the public and will best serve their interests. Understands the expectations, changing needs and concerns of different communities, and strives to address them. Builds public confidence by talking with people in local communities to explore their viewpoints and break down barriers between them and the police. Understands the impact and benefits of policing for different communities, and identifies the best way to deliver services to them. Works in partnership with other agencies to deliver the best possible overall service to the public.	
Openness to change	
Positive about change, adapting rapidly to different ways of working and putting effort into making them work. Flexible and open to alternative approaches to solving problems. Finds better, more cost-effective ways to do things, making suggestions for change and putting forward ideas for improvement. Takes an innovative and creative approach to solving problems.	
Service delivery	
Understands the organisation's objectives and priorities, and how own work fits into these. Plans and organises tasks effectively, taking a structured and methodical approach to achieving outcomes. Manages multiple tasks effectively by thinking things through in advance, prioritising and managing time well. Focuses on the outcomes to be achieved, working quickly and accurately and seeking guidance when appropriate.	
Professionalism	
Acts with integrity, in line with the values and ethical standards of the Police Service. Takes ownership for resolving problems, demonstrating courage and resilience in dealing with difficult and potentially volatile situations. Acts on own initiative to address issues, showing a strong work ethic and demonstrating extra effort when required. Upholds professional standards, acting honestly and ethically, and challenges unprofessional conduct or discriminatory behaviour. Asks for and acts on feedback, learning from experience and developing own professional skills and knowledge. Remains calm and professional under pressure, defusing conflict and being prepared to step forward and take control when required.	
Decision making	
Gathers, verifies and assesses all appropriate and available information to gain an accurate understanding of situations. Considers a range of possible options before making clear, timely, justifiable decisions. Reviews decisions in the light of new information and changing circumstances. Balances risks, costs and benefits, thinking about the wider impact of decisions. Exercises discretion and applies professional judgement, ensuring actions and decisions are proportionate and in the public interest.	
Working with others	
Works co-operatively with others to get things done, willingly giving help and support to colleagues. Is approachable, developing positive working relationships. Explains things well, focusing on the key points and talking to people using language they understand. Listens carefully and asks questions to clarify understanding, expressing own views positively and constructively. Persuades people by stressing the benefits of a particular approach, keeps them informed of progress and manages their expectations. Is courteous, polite and considerate, showing empathy and compassion. Deals with people as individuals and addresses their specific needs and concerns. Treats people with respect and dignity, dealing with them fairly and without prejudice regardless of their background or circumstances.	