



ROLE PROFILE

Role Title:	Senior Press and Public Relations Officer
Rank/Grade:	A5
Job Family:	Professional
Reporting to:	Line Manager
Main purpose of the role:	To use a range of communication channels to promote the image of the Constabulary to both internal and external audiences. To provide administrative support to enable the efficient provision of service. To contribute to providing an effective communications service for the Police and Crime Commissioner under the terms of the Service Level Agreement.

Key Responsibilities	
<ul style="list-style-type: none"> • Maintain good relations with the media by answering queries and preparing news releases to ensure a positive profile of the Constabulary, in local, national and online media • Prepare publicity material and/or social media campaigns designed to keep the public informed of Constabulary activities • Design and implement campaigns as part of a project team (sometimes taking lead responsibility) designed to educate the public about police related issues • Be responsible for digital PR and day to day management of social media platforms • Help and advise local officers on a wide range of internal and external communication issues to ensure a positive profile for local policing delivery • Advise senior staff of the best communications solution for specific issues to ensure the Constabulary's message is put across effectively • Produce information using the most appropriate channels to keep staff in touch with policies and activities taking place across the Constabulary • Respond to a major incident utilising appropriate skills and training to keep the public informed and reassured of the Constabulary's professionalism • Support the department's requirements to provide an effective communications service for the Police and Crime Commissioner. 	

Financial e.g. limits/mandates	Non-financial e.g. staff responsibility
<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Line management responsibility for staff

Entry Requirements
<ul style="list-style-type: none"> • Degree in relevant subject or equivalent experience • Demonstrate an understanding of press and broadcast media culture and social media • Experience of public relations/journalism / social media • Computer literate

Any other General Requirements/Scope
<ul style="list-style-type: none"> • A full driving licence or ability to travel around and sometimes outside the county will be required. If using own car business insurance will need to be organised by the individual. • The post holder will be required to be on call on a rota basis. • The post holder will be required to work in different locations at times depending on operational requirements • The post holder will be required to work additional hours at times depending on operational requirements • Vetting 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
<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)

Serving the public

Demonstrates a real belief in public service, focusing on what matters to the public and will best serve their interests. Ensures that all staff understand the expectations, changing needs and concerns of different communities, and strive to address them. Builds public confidence by actively engaging with different communities, partners and stakeholders. Identifies the best way to deliver services to different communities. Understands partners' perspectives and priorities, and works co-operatively with them to deliver the best possible overall service to the public.

Leading change

Positive about change, adapting to changing circumstances and encouraging flexibility in others. Identifies and implements improvements to service delivery, engaging people in the change process and encouraging them to contribute ideas. Finds more cost-effective ways to do things, taking an innovative approach to solving problems and considers radical alternatives. Asks for and acts on feedback, learning from experience and continuing to develop own professional skills and knowledge.

Leading people

Inspires people to meet challenging goals, maintaining the momentum of change. Gives direction and states expectations clearly. Talks positively about policing, creating enthusiasm and commitment. Motivates staff by giving genuine praise, highlighting success and recognising good performance. Gives honest and constructive feedback to help people understand their strengths and weaknesses. Invests time in developing people by coaching and mentoring them, providing developmental opportunities and encouraging staff to take on new responsibilities.

Managing Performance

Translates strategy into specific plans and actions, effectively managing competing priorities with available resources. Takes a planned and organised approach to achieving objectives, defining clear timescales and outcomes. Identifies opportunities to reduce costs and ensure maximum value for money is achieved. Demonstrates forward thinking, anticipating and dealing with issues before they occur. Delegates responsibilities appropriately and empowers others to make decisions. Monitors progress and holds people to account for delivery, highlighting good practice and effectively addressing underperformance.

Professionalism

Acts with integrity, in line with the values and ethical standards of the Police Service. Acts on own initiative to address issues, showing energy and determination to get things done. Takes ownership for resolving problems, demonstrating courage and resilience in dealing with difficult and challenging situations. Upholds professional standards, acting as a role model to others and challenging unprofessional conduct or discriminatory behaviour. Asks for and acts on feedback, learning from experience and continuing to develop own professional skills and knowledge. Remains calm and professional under pressure, defusing conflict and being prepared to make unpopular decisions or 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, evaluating evidence and seeking advice where appropriate. Makes clear, timely, justifiable decisions, reviewing these as necessary. 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



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Builds effective working relationships with people through clear communication and a collaborative approach. Maintains visibility by regularly interacting and talking with people. Consults widely and involves people in decision-making, speaking to people in a way they understand and can engage with. Treats people with respect and dignity regardless of their background or circumstances, promoting equality and the elimination of discrimination. Treats people as individuals, showing tact, empathy and compassion. Sells ideas convincingly, setting out the benefits of a particular approach, and striving to reach mutually beneficial solutions. Expresses own views positively and constructively, and fully commits to team decisions.