



ROLE PROFILE

Role Title:	Press & PR Officer
Rank/Grade:	A4
Job Family:	Professional
Reporting to:	Public Relations 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"> Support the Constabulary's media relations and public relations activity by answering queries and drafting news releases to assist with creating a positive profile of the Constabulary in local and national media Assist in the preparation of publicity material designed to keep the public informed of Constabulary activities Support the design and implementation of campaigns as part of a project team designed to educate the public about police related issues Advise staff of the best communications solution for specific issues to ensure the Constabulary's message is put across effectively Support the department's response to major incidents 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"> None

Agile Working	
Psychological Assessment	
Return on Investment	
Limited Duties	

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 Knowledge or experience of public relations/journalism/marketing 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 the post holder uses their own transport then business insurance will need to be organised by the individual. The post holder may be required to work from different locations other than the home station. The post holder may be required to work additional hours but this will be agreed in advance in conjunction with management & the post holder. On occasion some additional hours may be required but this will be agreed in advance. Vetting required as advised by the vetting unit. The post holder will be expected to undertake training as required. The post holder will be expected to comply with health & 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.



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- There is a requirement for the role holder to meet the probationary objectives set.



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Personal Qualities(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.