

## **AVON & SOMERSET OFFICE OF POLICE & CRIME COMMISSIONER**

### **Role Profile**

<b>JOB TITLE:</b>	Communications Officer – Violence Reduction Unit
<b>REPORTS TO:</b>	OPCC Head of Communications & Engagement
<b>LOCATION:</b>	Hybrid – Office based and remote working
<b>SCALE POINT:</b>	Scale SO2 spinal points
<b>SALARY:</b>	£32,673 - £34,578 depending on experience
<b>TERM:</b>	One year fixed term contract or secondment. Secondments will be accepted with written support of the employer. <i>Possibility of extension to contract.</i> Full time hours. Flexible working will be considered.

### **CONTEXT OF THE ROLE:**

The Office of the Police and Crime Commissioner (OPCC) is responsible for the approach and delivery of the Home Office Violence Reduction Units (VRUs) in Avon and Somerset. The OPCC leads on strategic oversight and delivery of the Public Health approach to tackling serious violence, this is led by a Strategic Partnership Board that is made up of key partners and stakeholders such as Local Authorities, Police, Education, Health, Youth Offending Service and Probation. Each local authority in Avon and Somerset has its own VRU which reports into the OPCC central VRU team and Strategic Board.

### **PURPOSE FOR THE ROLE:**

To develop a communications plan, under the guidance of the Head of Communications & Engagement and Commissioning & Partnerships Team, to support the long term objectives of the Violence Reduction Unit.

To co-ordinate and lead a multi-agency communications group that sits under the strategic Violence Reduction Unit.

To work in partnership with the multi-agency communications group, delivering and supporting activities as part of the communications plan, across a number of channels, including traditional media and social media.

To oversee the creation and launch of new branding for the Violence Reduction Unit.

To produce creative and engaging ideas to tell the story and build the narrative of the work of the Avon and Somerset Violence Reduction Unit.

To identify opportunities to raise the profile and awareness of the work of the Avon and Somerset Violence Reduction Unit and its objectives among stakeholders and the public.

To create content such as newsletters, blogs, columns and press releases for publication on our digital platforms and in local, regional and national media outlets.

To provide professional advice to the PCC and senior managers on matters regarding internal and external communications in relation to the Violence Reduction Unit.



To write and provide briefings to the PCC to support them in media interviews, meetings and engagement visits related to the Violence Reduction Unit.

To identify, with support from the Commissioning and Partnerships Team, opportunities for engagement and consultation with stakeholders and residents of Avon and Somerset, on matters related to the Violence Reduction Unit.

## **EXPERIENCE AND SKILLS**

- A degree in a communications related discipline or equivalent professional experience
- Recent and proven experience in the understanding and strategic use of communications in a work/business environment
- Experience of writing corporate briefings and reports.
- A creative flair to adapt topics into socially relevant and/or customer focused conversations
- Excellent interpersonal skills in order to be able to liaise and negotiate with as well as influence people at all levels of the organisation
- Knowledge and experience of traditional, digital and social media monitoring and analysis tools and producing performance reports.
- Strong attention to detail, organisation skills and the ability to work to tight deadlines.
- Experience of brand management
- Experience of partnership working and strong demonstrable experience in stakeholder management.
- Proven ability to manage multiple projects in a fast-paced environment while being creative and innovative in providing solutions to communications challenges
- Strong copy writing, content creation and editing skills.

## **CORPORATE RESPONSIBILITIES:**

- The job holder will ensure the corporate image of the PCC and the OPCC is effectively presented and the brand protected.
- Responsible for ensuring that information provided to the press and the public complies with legislation and the OPCCs corporate policies and practices.
- Ensure you perform all duties in accordance with the principles and requirements of Data Protection legislation
- Continually strive for value for money and greater efficiency

## **OTHER DUTIES:**

- The above is only an outline of the tasks, responsibilities and outcomes required of the role. The job holder will carry out any other duties as may reasonably be required by their line manager, PCC, or CEO.
- The job description and person specification may be reviewed on an ongoing basis in accordance with the changing needs of the OPCC.
- This Job Description contains only the main duties and responsibilities for this post and does not describe in detail all the duties required to carry them out.



## PERSON SPECIFICATION:

All round strategic management skills, advisory abilities and experience are required. The Police & Crime Commissioner is looking for a person who can evidence that they have the following competencies:

	Competency	Essential or Desirable	How to be assessed
1	<b>Qualifications, Knowledge and Experience:</b> <ul style="list-style-type: none"> <li>Postgraduate qualification or further professional PR or related qualification or experience.</li> <li>Membership of an appropriate professional body, such as CIPR, PRCA and/or evidence of formal continuous professional development (CPD)</li> <li>Knowledge and experience of broadcast, print and web and social media</li> <li>Experience of managing the production and proofing of corporate documents</li> </ul>	Essential  Desirable  Desirable  Essential	Application  Application  Application  Application & interview
2	<b>Planning and Organisation:</b> <ul style="list-style-type: none"> <li>Must be highly organised, efficient and thorough, and able to take projects through from conception to completion.</li> <li>Experience of delivering successful media/marketing campaigns</li> <li>through effective marketing and sponsorship if necessary</li> </ul>	Essential  Essential	Application & interview  Application & interview
3	<b>Problem Solving and Initiative:</b> <ul style="list-style-type: none"> <li>The ability to research a range of strategic police topics and an ability to understand financial information and turn it into high quality copy, sometimes to tight deadlines;</li> <li>Able to create openings and opportunities for high profile news coverage.</li> </ul>	Essential  Essential	Application & interview  Application, exercise & interview
4	<b>Management and Teamwork:</b> <ul style="list-style-type: none"> <li>An excellent personal profile, interpersonal skills, a "can-do" attitude, able to command respect and credibility with very senior people and engage with individuals across the organisation and at different levels of seniority to achieve objectives.</li> <li>The ability to think creatively, to work collaboratively with team members and others across different organisations</li> </ul>	Essential  Essential	Application & interview  Application & interview
5	<b>Communicating and Influencing:</b> <ul style="list-style-type: none"> <li>Demonstrable ability to write well-crafted and targeted copy in English, with varying tones of voice for different audiences;</li> </ul>	Essential	Application, exercise & interview



	<ul style="list-style-type: none"> <li>The ability to communicate effectively, confidently and credibly with all stakeholders</li> <li>Knowledge of a broad range of internal and external communication techniques, methods and measurement of their effectiveness</li> <li>Skills of tact and diplomacy when handling sensitive issues, with experience of dealing with confidential and sensitive information</li> </ul>	Essential	Interview
		Essential	Interview
		Essential	Interview
			Interview
6	<b>Other Skills and Behaviours:</b> <ul style="list-style-type: none"> <li>Well-developed IT skills, conversant with all standard software appropriate for the tasks outlined in the job description, including web and social</li> <li>Familiarity with a policing and political environment and an understanding of the Police Reform Act 2012.</li> </ul>	Essential	Application & interview
		Desirable	Interview
7	<b>Special Requirements:</b> <ul style="list-style-type: none"> <li>A wide general knowledge and awareness of issues and themes relevant to a broad-based PCC environment;</li> <li>Willing to work unsocial hours from time to time</li> <li>Your role may involve you dealing with highly confidential and sensitive information. It is essential that you act with tact and discretion at all times and comply with the General Data Protection Requirement (GDPR). Confidentiality must be maintained, even after leaving this post or Avon &amp; Somerset Police &amp; Crime Commissioner's employment.</li> </ul>	Desirable	Application & interview
		Essential	Interview
		Essential	Application & interview

### **Our purpose**

To lead improvement in efficiency and effectiveness of policing, victim support and criminal justice services on behalf of local people.

### **Our vision:**

Excellent victim support, better policing and fairer criminal justice services for all.

### **Our mission:**

- We listen
- We lead
- We challenge
- We innovate
- We improve



### Our values:

**Openness** – We will always be transparent and open about the work we do, our services and how we support our communities.

**Partnership** – We will work with the police and key partners to provide better services to local people.

**Compassion** - We will continue to take a compassionate approach to commission the most effective support services for victims and survivors.

**Courage** – We are the voice of local people in policing and we will always share concerns, issues and feedback to the police and partners.

### Staff Code of Conduct

You will comply with the Staff Code of Conduct as varied from time to time, it is expected that the OPCC as a public authority supports the Principles of Standards in Public Life. As such, the seven principles of conduct underpin the work of the OPCC and are used as the basis for working practices.

### The Principles of Standards in Public Life are:

**Selflessness:** Holders of public office should take decisions solely in terms of the public interest. They should not do so in order to gain financial or other material benefits for themselves, their family or their friends.

**Integrity:** Holders of public office should not place themselves under any financial or other obligation to outside individuals or organisations that might influence them in the performance of their official duties.

**Objectivity:** In carrying out public business, including making public appointments, awarding contracts, or recommending individuals for rewards and benefits, holders of public office should make choices on merit.

**Accountability:** Holders of public office are accountable for their decisions and actions to the public and must submit themselves to whatever scrutiny is appropriate to their office.

**Openness:** Holders of public office should be as open as possible about all the decisions and actions that they take. They should give reasons for their decisions and restrict information only when the wider public interest clearly demands.

**Honesty:** Holders of public office have a duty to declare any private interests relating to their public duties and to take steps to resolve any conflicts arising in a way that protects the public interest.

**Leadership:** Holders of public office should promote and support these principles by leadership and example.

### Political restriction

Please note this is a “politically restricted post” in accordance with Local Government & Housing Act 1989.

The purpose of a politically restricted post is to prevent that individual from having any active political role either in or outside of the workplace. Politically restricted employees will automatically be disqualified from standing for or holding elected office.