



Communications & Media Officer Role Profile

Service Unit	Office of the Police & Crime Commissioner
Team	Office of the Police & Crime Commissioner
Responsible to	Head of Communications, Digital Media & Engagement
Scale and Salary Range	Scale 5-6
Vetting Status	Recruitment Vetting
Politically Restricted	Yes
CVF Level	Level 2

Job Context

The Police and Crime Commissioner (PCC) appoint statutory and non-statutory officers to the Office of the Police and Crime Commissioner (OPCC) to ensure that the powers and duties of the PCC are carried out efficiently and effectively. Alongside the PCC, the OPCC ensures that the Commissioner's strategic programme for policing and crime is carried into effect – providing, commissioning, and overseeing services which meet the objectives, priorities and outcomes set out in the Police and Crime Plan.

The OPCC ensures that the PCC has full executive and professional support in carrying out his or her duties and responsibilities comprehensively and lawfully. OPCC staff report to the Chief Executive as Head of Paid Service. In addition to providing and supporting the roles of Monitoring Officer and Chief Finance Officer, the OPCC undertakes a wide range of functions of the PCC via a scheme of delegated powers, supporting and as necessary representing the PCC in carrying out all aspects of his or her public, service provision, scrutiny and governance roles.

Job Purpose

To provide an effective communications service to the Police & Crime Commissioner by liaising with the media, effectively promoting the PCC's delivery for the communities of Cleveland and ensuring communication and media opportunities are maximised by innovation and a 'rapid response' service delivery model.

Principal Duties and Responsibilities

- To assist with the development, implementation, and delivery of an innovative and effective communications strategy.
- To identify opportunities to use media and public relations to positively raise the profile of the Commissioner's Office to enhance its reputation and improve public confidence.
- To propose strategies for dealing with media and publicity issues both internally and externally.
- To develop, produce and prepare press releases, statements and responses, and briefing materials.
- To undertake research and analysis of information; including horizon scanning and insight research to inform content generation.
- To assist in increasing staff engagement through effective communication.
- To respond to media enquiries, liaising with the media and monitoring media coverage.
- To support the creation, distribution and publication of the PCC's Police & Crime Plan, Annual Report and other formal communications to ensure effective publication of the PCC's key messages.
- To assist the development and delivery of high-quality communications and campaigns service.
- To monitor media coverage, identify issues of relevance and prepare briefings to keep the PCC and Chief Executive informed of publicity, public concerns and items of local and national interest.
- To establish and develop effective working relationships with media professionals and with the communications leads in partner organisations.
- To devise and develop effective campaigns to support the delivery of the Police and Crime Plan.

Note

The above list is not exhaustive and other duties commensurate with the grade and general nature of the post may, from time to time, be required. In addition, there may be some variation and/or development of the above duties and responsibilities without changing the general nature of the post.

With the exception of any Deputy appointed by a PCC, staff within an OPCC must not undertake political work but are required to operate in a way which is sensitive to and fully informed by the local, regional and national policy context in which the PCC's policing, community safety, public protection and criminal justice responsibilities operate. The post holder will be in a politically restricted post under the Local Government and Housing Act 1989.

The OPCC is required to undertake its role in a way which is agile and responsive to the public interest, to the direct accountability of the PCC to the public as well as to the supportive oversight and scrutiny of the Police & Crime Panel and independent audit committee arrangements. Alongside the PCC, the OPCC undertakes its roles by direct engagement with police and public, private and third sector partner agencies at all levels, with local and national government and with the public.

Due to the nature of the role the portfolio content may change in line with legislation, Home Office and Ministry of Justice policy, and OPCC priorities

The areas of work are determined by the priorities set by the Police and Crime Commissioner; as such the portfolio areas may be amended or refocused to align to these priorities.

All employees are to comply with confidentiality laid down in the General Data Protection Regulation (GDPR), the Management of Police Information (MOPI), and the Official Secrets Act (which you will be bound for, for life).

All employees are expected to demonstrate a commitment to the principles of equality of opportunity and fairness of treatment for all.

Person Specification	
Essential knowledge, skills, and experience (E)	Desirable knowledge, skills, and experience (D)
Knowledge and Qualifications	
<ul style="list-style-type: none"> • Educated to degree level or equivalent relevant experience. • Minimum two years' experience in a journalism or public relations role. • Competent in the use of Microsoft Office applications. 	<ul style="list-style-type: none"> • Completion of basic media law training course. • Recognised journalism or public relations qualification. • Knowledge of the role and purpose of the Police & Crime Commissioner. • IT Qualification.
Experience	
<ul style="list-style-type: none"> • Excellent customer service skills. • Dealing effectively with all levels of staff within the organisation, both internal and external. • Experience of dealing effectively with external agencies and established partnerships. • Experience of undertaking research and analysis of information; including horizon scanning and insight research. 	<ul style="list-style-type: none"> • Experience of working in a public sector organisation • Experience of working regularly with partner agencies • Experience of dealing with complex issues
Skills and Abilities	
<ul style="list-style-type: none"> • Actively seeks to find solutions to problems. • Ability to manage own workload. • Ability to make effective decisions. • Excellent verbal/written communication skills. • Ability to work independently and demonstrate initiative. • Good interpersonal skills. • Able to work successfully as part of a team. • Ability to work methodically and logically. • Attention to detail. 	<ul style="list-style-type: none"> • Resilient and professional while under pressure
Other	
<ul style="list-style-type: none"> • Highest standards of integrity and probity • Service user/customer focused approach 	

<ul style="list-style-type: none"> • To comply with and promote the organisations Equal Opportunities Policy • Ability to travel to different locations across the Cleveland area 	
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All applicants who identify themselves on the equal opportunities section of the application form as having a disability under the Equality Act 2010 and who meet the essential criteria for the post will be guaranteed an interview.

Version Control	
Reason for Version Change	Version date
New Role	June 2021
Updated Line Manager	August 2022
Finalised Role Profile	March 2023

Competency and Values Framework (CVF) for Policing: Level 2 – Middle Manager

Competency	Level 2 – Middle Manager
Emotionally aware	<ul style="list-style-type: none"> • I consider the perspectives of people from a wide range of backgrounds before taking action. • I adapt my style and approach according to the needs of the people I am working with, using my own behaviour to achieve the best outcome. • I promote a culture that values diversity and encourages challenge. • I encourage reflective practice among others and take the time to support others to understand reactions and behaviours. • I take responsibility for helping to ensure the emotional wellbeing of those in my teams. • I take the responsibility to deal with any inappropriate behaviours.
Taking ownership	<ul style="list-style-type: none"> • I proactively create a culture of ownership within my areas of work and support others to display personal responsibility. • I take responsibility for making improvements to policies, processes and procedures, actively encouraging others to contribute their ideas. • I am accountable for the decisions my team make and the activities within our teams. • I take personal responsibility for seeing events through to a satisfactory conclusion and for correcting any problems both promptly and openly. • I actively encourage and support learning within my teams and colleagues.
Collaborative	<ul style="list-style-type: none"> • I manage relationships and partnerships for the long term, sharing information and building trust to find the best solutions. • I help create joined-up solutions across organisational and geographical boundaries, partner organisations and those the police serve. • I understand the local partnership context, helping me to use a range of tailored steps to build support. • I work with our partners to decide who is best placed to take the lead on initiatives. • I try to anticipate our partners' needs and take action to address these. • I do not make assumptions. I check that our partners are getting what they need from the police service. • I build commitment from others (including the public) to work together to deliver agreed outcomes.
Deliver, support and inspire	<ul style="list-style-type: none"> • I give clear directions and have explicit expectations, helping others to understand how their work operates in the wider context. • I identify barriers that inhibit performance in my teams and take steps to resolve these thereby enabling others to perform. • I lead the public and/or my colleagues, where appropriate, during incidents or through the provision of advice and support. • I ensure the efficient use of resources to create the most value and to deliver the right impact within my areas.

Competency	Level 2 – Middle Manager
	<ul style="list-style-type: none"> • I keep track of changes in the external environment, anticipating both the short- and long-term implications for the police service. • I motivate and inspire others to achieve their best.
Analyse critically	<ul style="list-style-type: none"> • I ensure that the best available evidence from a wide range of sources is taken into account when making decisions. • I think about different perspectives and motivations when reviewing information and how this may influence key points. • I ask incisive questions to test out facts and assumptions, questioning and challenging the information provided when necessary. • I understand when to balance decisive action with due consideration. • I recognise patterns, themes and connections between several and diverse sources of information and best available evidence. • I identify when I need to take action on the basis of limited information and think about how to mitigate the risks in so doing. • I challenge others to ensure that decisions are made in alignment with our mission, values and the Code of Ethics.
Innovative and open-minded	<ul style="list-style-type: none"> • I explore a number of different sources of information and use a variety of tools when faced with a problem and look for good practice that is not always from policing. • I am able to spot opportunities or threats which may influence how I go about my job in the future by using knowledge of trends, new thinking about policing and changing demographics in the population. • I am flexible in my approach, changing my plans to make sure that I have the best impact. • I encourage others to be creative and take appropriate risks. • I share my explorations and understanding of the wider internal and external environment.

Values	All Levels
Integrity	<ul style="list-style-type: none"> • I always act in line with the values of the police service and the Code of Ethics for the benefit of the public • I demonstrate courage in doing the right thing, even in challenging situations • I enhance the reputation of my organisation and the wider police service through my actions and behaviours • I challenge colleagues whose behaviour, attitude and language falls below the public's and the service's expectations • I am open and responsive to challenge about my actions and words

Values	All Levels
	<ul style="list-style-type: none"> • I declare any conflicts of interest at the earliest opportunity • I am respectful of the authority and influence my position gives me • I use resources effectively and efficiently and not for personal benefit
Impartiality	<ul style="list-style-type: none"> • I take into account individual needs and requirements in all of my action. • I understand that treating everyone fairly does not mean everyone is treated the same • I always give people an equal opportunity to express their views • I communicate with everyone, making sure the most relevant message is provided to all • I value everyone's views and opinions by actively listening to understand their perspective • I make fair and objective decisions using the best available evidence • I enable everyone to have equal access to services and information, where appropriate
Public Service	<ul style="list-style-type: none"> • I act in the interest of the public, first and foremost • I am motivated by serving the public, ensuring that I provide the best service possible at all times • I seek to understand the needs of others to act in their best interests • I adapt to address the needs and concerns of different communities • I tailor my communication to be appropriate and respectful to my audience • I take into consideration how others want to be treated when interacting with them • I treat people respectfully regardless of the circumstances • I share credit with everyone involved in delivering services
Transparency	<ul style="list-style-type: none"> • I ensure that my decision-making rationale is clear and considered so that it is easily understood by others • I am clear and comprehensive when communicating with others • I am open and honest about my areas for development and I strive to improve. • I give an accurate representation of my actions and records • I recognise the value of feedback and act on it • I give constructive and accurate feedback • I represent the opinions of others accurately and consistently • I am consistent and truthful in my communication • I maintain confidentiality appropriately

Further detailed information on the CVF can be located by clicking on the following link:

<https://www.college.police.uk/career-learning/career-development/competency-and-values-framework-cvf>