



LINCOLNSHIRE POLICE JOB PURPOSE	
COMMUNICATIONS OFFICER	
GRADE:	SG1
DEPARTMENT:	Corporate Communications
ACCOUNTABLE TO:	Head of Corporate Communications
STAFF SUPERVISED:	None

JOB PURPOSE

The Commissioner and Chief Constable require a professional communications function to enable them both to undertake their respective roles, discharge their statutory duties and to support their organisations. The primary function of the shared service is to manage, maintain and enhance the reputation of the Police and Crime Commissioner, Chief Constable and Lincolnshire Police. It does this through contributing to the effective delivery of the Commissioner's Police and Crime Plan, the Operational Policing Delivery Plan and supporting the Chief Constable's Independent operational policing activities. The service's activities contribute towards:

- Increased levels of trust and confidence in policing and the role of the Commissioner
- strengthened relations between the public and partners, and the Police and Commissioner
- reduced levels of crime
- the sourcing of intelligence that enables future policy development and service design

The role of the HQ Communications Officer will be:

To contribute to the shared service provision for corporate communications for the Police and Crime Commissioner and the Chief Constable. Under the supervision of the Senior Media Officer at HQ or the District Communications Officers, to contribute to the provision of a quality communications, public relations, press office and information unit function. This includes the press office function of the Police and Crime Commissioner as well as operational news for the Chief Constable. To provide advice to members of the Force in relation to the communication of key messages to the media, Force personnel and stakeholders. The post holders will also be responsible for providing a corporate response to operational incidents, maintain dynamic two-way communication and support for and with the District Communications Officers.. The post holders will also promote equality of opportunity to the people of Lincolnshire and treat all individuals fairly with dignity and respect.

CORE WORK AREAS

1. To work under the supervision of the HQ senior media officer and District Communications Officers to provide the Corporate press office function for the Chief Constable and Police and Crime Commissioner, the range of operational 'reactive' issues and promotion of 'proactive' initiatives.
2. To provide a timely and positive response to all reactive enquiries and promotion of all 'proactive' initiatives.
3. To work under the supervision of the senior media officer at HQ and the District Communications Officers to ensure the provision of current, accurate, relevant and accessible information to raise public and staff awareness of the service available from Corporate Communications.
4. To provide support for the work of the District Communications Officers and ensure cover during absences for their operational reactive work.
5. To contribute to the frequent updates of the Force Website news pages.
6. To contribute to the daily update of the Force Intranet news pages.
7. To meet deadlines of all documents needed to keep internal and external audiences apprised of the aims, core values, key messages of the Chief Constable and the Police and Crime Commissioner.
8. To promote the key messages of the Chief Constable and Police and Crime Commissioner and promote the enhancement of reputation through the creative use of all communications channels, PR campaigns, events and activities as required.
9. To develop strong working relationships with key contacts both internal and external to ensure that all forms of communication focus on the needs of the communities we serve and reflect the values placed on our employees.
10. To actively and creatively identify and originate news and feature ideas for communication on a daily basis.
11. Actively forge ongoing close relationships with the news media.
12. In the absence of the senior media officer HQ to ensure the efficient operation of the Corporate press office.
13. To contribute when required to internal and external publications produced by the Chief Constable and the Police and Crime Commissioner.
14. Maintain a daily link with District Communications Officers to ensure a corporate response to operational incidents and provide professional assistance to them when necessary.

The post holders will be required to carry out such other duties as may be determined from time to time within the general scope of the post. Duties and responsibilities outside the general scope of the post will only be required with the further consent of the post holder.