



LINCOLNSHIRE POLICE CRIME COMMISSIONER & CHIEF CONSTABLE SHARED CORPORATE COMMUNICATIONS SERVICE JOB DESCRIPTION	
JOB TITLE: DIVISIONAL OPERATIONAL COMMUNICATIONS POST NO: BM07	
GRADE:	SG2
DEPARTMENT:	West/East District
ACCOUNTABLE TO:	Head of Corporate Communications
STAFF SUPERVISED:	None
LOCATION/WORK BASE:	Headquarters/District

JOB PURPOSE AND SCOPE:

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 District Communications Officer is to contribute to strategy development and the delivery of a quality communications, marketing, public relations, press office and information unit function for the Lincolnshire Police and Crime Commissioner and Chief Constable. To provide advice at silver and gold group level in relation to operations, along with the communication of key messages to the media, personnel, the Community Safety Partnership (CSP) and stakeholders. To monitor, train and guide staff in their operational use of social media. To engage directly with the public via social media on operational matters. To advise operational commanders at silver and gold level on the use and impact of social media and to deliver agreed strategies.

To provide a high quality, customer focused service in accordance with the Staff Charter – Serving with PRIDE.

CORE WORK AREAS

1. To produce publications, briefing documents, press releases and video content to keep internal and external audiences well informed, ensuring that due regard is taken of the main aims of the Commissioner and the Chief Constable and core values, key messages and corporate branding.

2. To upload operational content demonstrating the aims and core values of the organisation on to the Force website, Facebook Page, Twitter feeds and You Tube Channel for external consumption and to the Force Intranet for internal consumption.
3. To manage social media monitoring and respond directly to the public on operational matters.
4. To promote the key messages (including key emphasis of improving public trust and confidence) of the Force and the Division to enhance their reputations through the creative use of all communications channels.
5. To act as a police spokesperson and deliver broadcast interviews on operational matters.
6. When necessary, to manage the Operational Communications Support Officers at HQ.
7. To contribute to campaigns & engagement initiatives and events led by the Engagement and Campaigns Manager and alongside the Operational Communications Support Officers.
8. To work with HQ Corporate Communications to provide current, accurate, relevant and accessible information to raise public and employee awareness and understanding of the role of the CSPs and other key messages through a planned and proactive programme of publications and promotional activities.
9. To develop strong working relationships with internal and external audiences and partners, building a network of contributors to communication channels, supporting the work of departmental teams and assisting officers in delivering communication strategies, and ensuring that all forms of communication focus on the needs of the communities we serve and reflect the values placed on our employees and to actively forge closer working relationships and develop links with local media, involving meetings with journalists in addition to developing materials and activities for journalists to raise awareness of the Districts/Force/CSPs and their roles.
10. Actively and creatively identify and originate news and feature ideas for communication on a daily basis. Write leading copy, sub-edit material and provide a proof reading service.
11. Work with HQ Corporate Communications and Senior Management to anticipate, research and prepare responses on issues and incidents attracting or likely to attract media attention, discouraging negative impact through sensitive liaison to ensure fair and balanced coverage.
12. Maintain a frequent and direct link with Force Corporate Communications Department to ensure corporacy of response to operational incidents in the Districts.
13. To provide professional advice and assistance to 'grieving families' in their dealings with the media, to reduce the impact of external media intrusion.
14. To contribute to the delivery of theoretical and practical media training up to Inspector level.
15. To provide appropriate and relevant media advice to officers on dealing with media issues and to provide a media response to serious and major incidents, including road traffic collisions.
16. To be part of the Force-wide media on-call team for out-of-hours incidents and enquiries.

OTHER DUTIES:

The post holder 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.

EQUALITY AND DIVERSITY:

The post holder is required to carry out their duties in a way that supports the Force Diversity Strategy.

HEALTH AND SAFETY:

The post holder will take all reasonable care of themselves and of others who may be affected by their acts or omissions.

Job description written by: Communications & Public Affairs Manager – Tony Diggins

Date: March 2014