



Post Profile

Post:	Digital Communications and Engagement Officer
Grade:	SO2
Competency and Values Framework Level/s:	Level 1
Responsible to:	Chief Executive
Based at:	Office of the Police and Crime Commissioner, Police Headquarters
Agile Work Pattern:	Allocated (or fixed) desk
Gauge Job No:	A999
SUP No(s):	2284

OVERALL PURPOSE OF JOB:

To develop and deliver a high quality bilingual communication and engagement strategy for the OPCC by using digital and traditional communication methods.

To lead on the dissemination and collation of public consultations using digital and traditional methods to ensure high capture of recipients including hard to reach groups.

Managing and maintaining all components of the website for the OPCC, the design, configuration, updates, archiving, creating new forums as well as other communications both internal and external as requested.

DUTIES AND RESPONSIBILITIES:

1. Develop and implement a high quality bilingual communication and engagement strategy for a broad range of audiences using digital and traditional methods, by working closely with colleagues from the Office of the Police and Crime Commissioner, North Wales Police, OPCC Commissioned services and partners.
2. To produce a subsequent annual calendar of campaigns and engagement events to raise the OPCC profile in communities across North Wales and nationally.
3. Produce and deliver co-ordinated and consistent content suitable for a variety of digital social media platforms including the OPCC website, Twitter, Facebook, Instagram, You Tube Channel and other online tools.
4. To establish and maintain a quarterly e-bulletin and newsletter to North Wales residents and set up a mailing list.
5. Undertake scanning issues of local concern to residents and stakeholders to inform communication and engagement activity.
6. Ensure that all information on the website and social media platforms is kept up to date and refreshed regularly and that the website is innovative and creative in its approach in order to attract interest from all members of the community enhancing engagement and reflecting transparency for the OPCC

Revised 10th September 2019



7. Provide timely and accurate information in order to enhance the relationship of the OPCC with the media and all stakeholders and co-ordinate media and public relations briefings and conferences.
8. To identify, research and produce written bilingual articles suitable for all corporate publications and written material including the OPCC annual report and Police and Crime plan. In addition working closely with OPCC colleagues to be able to produce bilingual briefings, speeches, pamphlets and minutes as necessary and provide to support to events and conferences arranged.
9. To assist in the development of microsites and monitor trends and initiatives to ensure the OPCC makes the most of digital communication and engagement opportunities.
10. Maintain regular dialogue with North Wales Police to ensure that opportunities for community engagement are explored and ensure activity is aligned and co-ordinated across campaigns and initiatives, and facilitate external engagement with public and partner agencies as required.
11. Produce monthly reports that evidence the effectiveness of the website and social media making recommendations to drive through change to ensure effective communication and which enhances the profile of the Office of the Police and Crime Commissioner and encourages interaction with partners and the community.
12. Maintain relevant responsibility for financial aspects relating to communication and engagement strategy.

MINIMUM CRITERIA FOR THE ROLE:

The role requires applicants who can demonstrate (with evidence) skills in the following areas:

1. Educated to degree level in a relevant subject or possess an equivalent amount of relevant proven work experience.
2. Proven relevant, practical experience in a community engagement role.
3. Experience of working with diverse audiences especially hard to reach groups.
4. Proven relevant practical experience in a communication and engagement role and the ability to be able to demonstrate this in relation to both internal and external customers
5. The interpersonal skills and integrity necessary to gain and sustain the confidence of the Police and Crime Commissioner, members of staff with the Office of the Police and Crime Commissioner, North Wales Police, Partner Organisations and the community.
6. Ability to manage multiple initiatives, manage partner relationship and ability to work to often tight deadlines.
7. Knowledge of Microsoft applications.
8. Possess an understanding and awareness of equality and diversity issues in relation to service delivery, employment and community engagement.

WELSH:

The level of Welsh skill required for this position:

Verbal

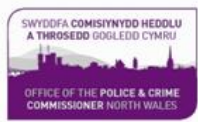
Level 5 Fully conversant in all situations

Written

Level 5 Reports, Statements, Presentations

NOTES:

- 1 This Job Description and Person Specification is not a statement of all the detailed procedures and conditions applicable to the postholder. Therefore there will always be instructions in addition to those outlined that meet the work demands and natural evolution of the Department at any particular time.
- 2 Any of the detailed duties and responsibilities may also vary in accordance with point 1 above without changing the character or level of responsibility the post entails.



- 3 Staff employed directly by the Office of the Police and Crime Commissioner (under the direction and control of the Chief Executive), are, like those under the direction and control of the Chief Constable, employed under the Police Staff Council Terms and Conditions of Service. Any variations in policy and procedure operated within the Office of the Police and Crime Commissioner in comparison to the Police Force will be explicitly documented and approved by the employer in consultation with Unison.
- 4 In accordance with section 2(1) of the Local Government and Housing Act 1989 this post is a politically restricted post

Last Reviewed By Line Manager	Date:		Name:	
Last Reviewed By Diversity Unit	Date:		Name:	