

Communications Advisor - OPCC

Job Family – Specialist

Grade: F	Department: OPCC
Location: OPCC / Headquarters	Security Vetting: MV & CTC
Role Specific Requirements/ Restrictions:	Political Restriction, On-Call
Role Specific Hazards:	Confrontation, Display Screen Equipment
System Access Requirements:	MyTrent Self Service, Storm, Information Assets, Working Time Recording, External email

Role Profile:

Working closely with the Head of Communication and Engagement for the OPCC to ensure delivery on media and social matters on behalf of the PCC, you will be responsible for media and social matters providing a professional public relations service which actively promotes a positive image of the PCC, OPCC and the force. To take a proactive approach to communications and all types of campaigns to maximise public confidence in policing, the PCC and the OPCC.

Role Specific Tasks

1. To help inform residents, visitors and people who work across our vast force area about the work undertaken by the OPCC and PCC. To do so via use of the media, external and internal communication campaigns, social media channels, websites, virtual platforms, local newsletters, events and face-to-face as required.
2. To act as a brand ambassador, supporting consistent use of OPCC and force imagery, tone and approach.
3. To develop, implement and evaluate measureable internal and external communications strategies and campaigns – ensuring that learning from your work is shared amongst the team and others.
4. To advise and influence senior managers and others on appropriate responses to matters raised by the media, stakeholders and our communities. In doing this, you should also be able to prepare proactive and reactive responses to articulate our message.
5. To develop and enhance digital engagement with particular focus on social media and OPCC website-based content.
6. To maintain up to date knowledge of guidelines that impact upon the OPCC and police service as regards to media law, press/media relations, community engagement and communications.
7. To work with other forces, Association of Police and Crime Commissioners, National Police Chiefs Council, Welsh Government, Home Office, the College of Policing and other agencies to implement force wide, regional and national communication campaigns.
8. To liaise with partners and other agencies on joint proactive and where appropriate, reactive communications. To also maximise these relationships to share best practice and discuss emerging trends.
9. Maintain positive relationships with local, regional, national, and trade media – working with them to coordinate necessary media coverage for appeals, launches, initiatives, campaigns or similar.
10. Deliver appropriate communications training as required within the OPCC or in support of wider organisational objectives.
11. To work with the force corporate communication team to ensure all OPCC communications and marketing activity is planned, coordinated and effective alongside force plans, thereby demonstrating professionalism and value for money.
12. To undertake other duties as determined by the PCC and OPCC Executive Team which are commensurate with the grade.
13. To provide support and resilience within the OPCC when necessary.

Role Generic Tasks

14. To communicate through the medium of Welsh to a level 1 standard or be prepared to achieve this within 6 months of appointment [Click [here](#) for the DPP Welsh Language requirements].
15. To deliver advice and guidance on complex issues to the point of resolution.
16. To be accountable for service delivery.
17. To lead projects as directed by Senior Managers.
18. To effectively utilise continuous improvement techniques to improve and develop services.
19. To be responsible for specific budgets as designated ensuring expenditure is monitored.
20. To comply and act in accordance with relevant legislation, Dyfed-Powys Police Policies and protocols, including Code of Ethics, Development Assessment Profile (DAP), Equal Opportunities, Health & Safety, Management of Police Information, Data Protection and Information Security.

To view descriptors of the level of responsibility required of this role please [click here](#).

Note: This job description is provided to give post holders a broad outline of the job activities of this post. Dyfed-Powys Police may require other duties to be undertaken which are not necessarily specified on the job description but which are commensurate with the scale of the post. The job description may be amended from time to time within the scope and level of responsibility relevant to this post.

Skills / Attainments [to be evidenced on application]	
Only evidence against these <u>FIVE</u> attainments on your application form	
	1. Must have, or be working towards, either a professional qualification in PR or Marketing recognised by the CIPR or the CIM; or substantial experience of PR, Marketing and dealing with the media. (E)
	2. Must have proven PR and marketing skills that deliver messages to all target audiences, both external and internal using appropriate channels of communication. (E)
	3. Must have knowledge and experience of using and managing and evaluating social media channels and adding content to websites using a content management system (E)
	4. Must have a proven track record of dealing with the media. (E)
	5. Should have knowledge of filming, editing and producing short films. (D)

Other skills / experience / knowledge needed for the role and may be assessed during the interview process	
	1. Should have knowledge and experience of organising events/exhibitions/presentations. (D)
	2. Must hold a degree, equivalent professional qualification or have relevant experience in the field of work bringing the role holder to a comparable level (E)
	3. Must have experience of effecting change to improve personal performance (E)
	4. Must show evidence of continuous professional development (E)
	5. Must have well developed written and oral communication skills, including delivering high quality presentations (E)
	6. Must be computer literate with good knowledge of Microsoft Word, Excel and PowerPoint (E)
	7. Must be able to evidence ability to work autonomously, making sound evidence based decisions (E)
	8. Must have proven experience of advising and influencing others (E)
	9. Must be able to manage a workload and balance competing priorities, redirecting resources quickly and effectively to meet changing demands (E)
	10. Must be able to travel throughout the force area (E)
	11. Should have proven experience of leading and managing teams (D)

KEY: (E) – Essential / **(D)** – Desirable

Please Note: At interview candidates will be assessed against the criteria detailed in the following link [Click here](#). Further details on the interview process are provided as part of the candidate information pack.