



## ROLE PROFILE

<b>Role Title:</b>	Communications and Marketing intern
<b>Advertised Title:</b>	As Above
<b>Department:</b>	Basic Command Units, of Cardiff and Vale, Mid Glamorgan and Swansea Neath and Port Talbot
<b>Grade:</b>	Scale 3
<b>Responsible to:</b>	BCU General Manager, with mentorship support from BCU Communications Officer
<b>Responsible for:</b>	No Supervisory Responsibility
<b>Liaison with:</b>	Police Officers, Police Staff, General Public, External Organisations, Agencies and Partnerships
<b>Required Vetting Level:</b>	MV/SC – Management Vetting & Security Clearance
<b>Date Published:</b>	

<b>Role Purpose</b>	Candidates will be responsible for developing and promoting a comprehensive internal communications plan, working closely with Senior Management Teams and departments. The role will be responsible for delivering engaging content internally and amongst local communities. This will include developing material and good news stories, report on internal campaigns, organisational changes affecting the workforce locally, and developing new and innovative means of ensuring that the workforce feels engaged and valued.
<b>Main Responsibilities</b>	<p><b>Administration</b></p> <ul style="list-style-type: none"> <li>To carry out general administrative duties which may include:- <ul style="list-style-type: none"> <li>- Publication of internal communication material</li> <li>- Updating intranet site</li> </ul> </li> </ul> <p>Help deliver the BCU Communication Strategy  Attend monthly BCU communications meeting  Attend Weekly internal communications department team meeting  Provide oversight to the BCU intranet site and maintain currency of content.  Support BCU Managers in day to day communications tasks  Facilitate communications on local activity as part of larger strategic communications plans.</p> <ul style="list-style-type: none"> <li>- Word processing/keyboarding</li> <li>- Formatting documents</li> </ul> <p>Drafting internal communication documents and plans.,</p> <ul style="list-style-type: none"> <li>- Filing and storage of information</li> </ul> <ul style="list-style-type: none"> <li>To operate associated machinery/equipment which may include associated information systems and telephones, within specialist units/departments</li> <li>Support annual awards ceremony with related materials (Written / image / video)</li> <li>Support BCU awards ceremony with related materials (Written / image / video)</li> <li>Collate and submit local submissions to the force internal billboard magazine.</li> <li>Help teams and departments within the BCU to communicate operational and administrative news and advertise special events</li> </ul> <p><b>Advice and Guidance</b></p> <ul style="list-style-type: none"> <li>Receive and respond to associated enquiries from customers</li> <li>Provide advice and guidance on developing a communication strategy to reach identified target audience</li> <li>Provide relevant information, on the phone, face-to-face, and/or electronic based on existing departmental procedures</li> <li>Deal with straightforward queries and escalate more difficult or complicated queries</li> <li>Interact with, and pro-actively supply information to external agencies and members of the public</li> <li></li> </ul> <p><b>Customer Service and Representation</b></p> <ul style="list-style-type: none"> <li>To present a positive image and service to both internal and external customers</li> <li>Individuals are required to effectively engage with internal and external customers at all levels, in order to provide a high quality standard of service</li> </ul>

	<ul style="list-style-type: none"> <li>• Maintain confidentiality in relation to data protection issues and Management Of Police Information (MOPI) standards</li> <li>• Support BCU and forcewide events as required</li> </ul> <p><b>Organisation/Planning</b></p> <ul style="list-style-type: none"> <li>• Organise, schedule and attend events/meetings/ including equipment, people and systems, as directed</li> <li>• Plan and organise own work and/or contribute to departmental project</li> <li>• Co-ordinate with other team members</li> <li>• Contribute to local community priorities</li> <li>• Support and develop the production of Senior Management teams messaging following internal meetings</li> </ul> <p><b>Processes</b></p> <ul style="list-style-type: none"> <li>• Follow, create and amend processes for use by self and others related to area of work</li> <li>• Develop and deliver a weekly BCU Newsletter / email</li> <li>• Create and manage content for electronic screen</li> <li>• Maintain oversight and upkeep of BCU Noticeboards</li> <li>• Develop and deliver local surveys as and when required</li> <li>• Quality assure processes for use by self and others as directed</li> <li>• </li> </ul> <p><b>Record Keeping</b></p> <ul style="list-style-type: none"> <li>• Create, store, maintain, retrieve and update considerable amounts of records/data both manual and electronic on a local and national systems</li> <li>• Use and understand common systems relevant to area of work to enable manipulation of information and initial investigation of customer queries/problems</li> </ul> <p><b>Research/Investigation</b></p> <ul style="list-style-type: none"> <li>• To undertake research on legislation/ / sensitive/ contentious specific subject matters</li> <li>• Present recommendations</li> <li>• Gather and analyse information and provide results for further analysis</li> <li>• To carry out research of relevant problems, queries and/or situations</li> <li>• Follow-up enquiries as directed</li> <li>• Facilitate SLIDO questionnaires as and when required</li> <li>• Conduct additional BCU specific tasks to promote the delivery of the Chief Constable's delivery plan</li> </ul> <p>In addition, the post holder must be prepared to undertake such additional duties which may result from changing circumstances, but which may not of necessity, change the general character or level of responsibility of the post.</p>
<b>Qualifications</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Must be working towards a degree in a subject such as Media Studies or Public Relations or Communication</li> <li>• Possess a high standard of verbal and written communication skills</li> <li>• Ability to understand media and communication deadlines</li> <li>• Must be able to work under pressure</li> </ul>

	<ul style="list-style-type: none"> <li>• Good communication skills and style</li> <li>• Ability to influence media and communication decisions</li> </ul>
<b>Skills</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Must be computer literate and proficient in all Microsoft applications.</li> <li>• Understand of ORLO and all social media platforms</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>•</li> <li>• Familiarity with Vuelio (workplace inputs will be arranged)</li> <li>• Familiarity with Smart Survey and Slido (workplace inputs will be arranged)</li> <li>• Web and Social media skills are desirable</li> <li>• Access to own transport and ability to drive</li> <li>• Welsh Language Level 2 - Can understand the essence of a conversation, convey basic information, contribute to meetings, transfer telephone calls and respond to simple requests in Welsh. Also introduce oneself and others by name, role, and location/organisation.</li> </ul>
<b>Knowledge</b>	<p><b>Essential</b></p> <p>Good understanding and keeps abreast of current and future developments within internal communication.</p> <p>Possess good knowledge and understanding of working on social media and digital platforms</p> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Knowledge of communities served by SWP and the structure of the organisation.</li> </ul>
<b>Personal Qualities</b>	<p><b>Serving the Public</b></p> <p>Demonstrates a real belief in public service, focusing on what matters to the public and will best serve their interests</p> <p>Understands the expectations, changing needs and concerns of different communities and strive to address them</p> <p>Builds public confidence by talking to people in local communities to explore their viewpoints and break down barriers between them and the police</p> <p>Understands the impact and benefits of policing for different communities and identifies the best way to deliver services to them</p> <p>Works in partnership with other agencies to deliver the best possible overall service to the public</p> <p><b>Professionalism</b></p> <p>Acts with integrity, in line with values of the Police Service</p> <p>Takes ownership for resolving problems, demonstrating courage and resilience in dealing with difficult and potentially volatile situations</p> <p>Acts on own initiative to address issues, showing a strong work ethic and putting in extra effort when required</p>

Upholds professional standards, acting honestly and ethically and challenges unprofessional conduct or discriminatory behaviour  
Remains calm and professional under pressure, defusing conflict and being prepared to step forward and take control when required

### **Openness to Change**

Positive about change, responding flexibly and adapting to different ways of working

Finds better, more cost effective ways to do things, making suggestions for change

Takes an innovative and creative approach to solving problems

Asks for and acts on feedback, learning from experience and developing own professional skills and knowledge

### **Service Delivery**

Understands the organisation's objectives and priorities and how work fits into these

Plans and organises tasks effectively, taking a structured and methodical approach to achieving outcomes

Manages multiple tasks effectively by thinking things through in advance, prioritising and managing time well

Focuses on the outcomes to be achieved, working quickly and accurately and seeking guidance when appropriate

### **Decision Making**

Gathers, verifies and assesses all appropriate and available information to gain an accurate understanding of situations

Considers a range of possible options before making clear, timely, justifiable decisions

Reviews decisions in light of new information and changing circumstances

Balance risks, costs and benefits, thinking about the wider impact of decisions

Exercises discretion and applies professional judgement, ensuring actions and decisions are proportionate and in the public interest

### **Working with Others**

Works co-operatively with others to get things done, willingly giving help and support to colleagues

Is approachable, developing positive working relationships

Listens carefully and asks questions to clarify understanding, expressing own views positively and constructively

Persuades people by stressing the benefits of a particular approach, keeps them informed of progress and manages their expectations

Is courteous, polite and considerate, showing empathy and compassion

Deals with people as individuals and address their specific needs and concerns

Treats people with respect and dignity, dealing with them fairly and without prejudice taking a non judgemental approach regardless of their background or circumstances

All individuals of South Wales Police must display the qualities to be able to work in an organisation with minority groups and provide service to minority groups in communities. They must show that they are able to contribute to an open, fair working environment where inappropriate behaviour is not

permitted. They must display no evidence of the likelihood to contribute in any way to work place bullying or any other form of discriminatory behaviour.

### Method of Assessment

When completing your application please ensure you only complete the sections marked below as these are the sections you will be marked against for the shortlisting stage of your application.

Qualifications	Yes
Skills	Yes
Knowledge	Yes
Personal Quality – Serving the Public	Yes
Personal Quality – Professionalism	Yes
Personal Quality – Openness to Change	
Personal Quality – Service Delivery	
Personal Quality – Decision Making	
Personal Quality – Working with Others	Yes