



Role Title	DEI & Positive Action Communications Officer	Reporting to	Strategic DEI Specialist
Section	Strategic Workforce Planning and Resourcing	District/Department	People Directorate
Tenure	Permeant	Rank/Grade	SO1

Part A – JOB DESCRIPTION

Overall purpose of role	To support the Strategic DEI Specialist in developing an effective communications strategy with consistent messaging to improve the delivery against the Force DEI Strategy and associated national and local action plans.
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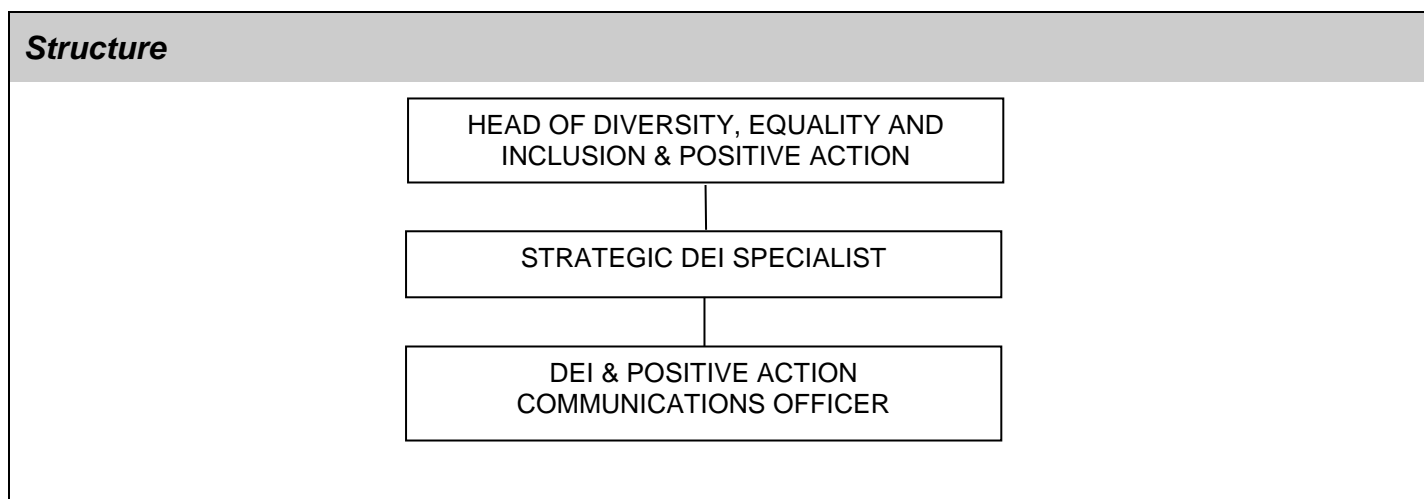
Key outputs for role –
<ol style="list-style-type: none">1. Lead by example and behave in line with the Police Code of Ethics ensuring that the force values and behavioural expectations are clearly understood and considered by managers, officers and staff in their decision making and actions; reinforcing and influencing them through all interactions and processes.2. Develop communications strategies to support the DEI Strategy and Force approach to Positive Action, ensuring that all messaging delivered across the Force is strong and consistent.3. Provide communications support to the Diversity, Equality, Inclusion, and Positive Action Team, in line with the Force Corporate Communications Strategy and Policy.4. To analyse, present and promote information on all aspects of the work of the Diversity, Equality and Inclusion and Positive Action Team for internal and external audiences, through written, audio and visual material, including images, video and digital communications.5. Consult and provide support to the DEI SPOCs to ensure internal communications are beneficial, and that consistent messaging is delivered at districts and departmental level.6. Work closely within the Corporate Communications department to ensure communications of the Diversity, Equality and Inclusion work streams is collaborative.7. To provide communications support to project activities including at the design, development and delivery stage of such projects.8. To provide elements communications support to the staff support networks.

Dimensions (Financial/Statistical/Mandates/Constraints/No. of direct reports)
<ul style="list-style-type: none">• Provide professional advice and support to all ranks and grades of staff in relation to Diversity, Equality and Inclusion including Positive Action communications.

Work/Business contacts
Internal: All ranks and grades across the Force.
External: Other Forces

Expertise in Role Required (At selection - Level 1)	Essential or Desirable
<ul style="list-style-type: none"> Degree or relevant qualification and/or experience in one of the following communications fields: journalism, Public Relations, digital communications. 	Essential
<ul style="list-style-type: none"> Working knowledge and ability to use a wide range of relevant computerised packages, including Microsoft Office, and digital communication platforms. 	Essential
<ul style="list-style-type: none"> Detailed knowledge of legislation relating to media and communications. 	Essential
<ul style="list-style-type: none"> Demonstrate knowledge of Diversity, Equality and Inclusion in relation to Communications. 	Essential
<ul style="list-style-type: none"> Good knowledge and experience of the police or similar public sector organisation. 	Desirable
<ul style="list-style-type: none"> Relevant and demonstrable experience in the communications arena. 	Desirable
Other (Physical, mobility, local conditions)	
<ul style="list-style-type: none"> Willingness and ability to travel within West Yorkshire and nationally to attend appropriate meetings and events. 	Essential
<ul style="list-style-type: none"> Willingness and ability to work flexibly in order to support the work of the People Directorate. 	Essential
<ul style="list-style-type: none"> Willingness to work in any post appropriate to the grade at such other place within the Force as may be reasonably required. 	Essential

Expertise in Role - After initial development - Level 2
<ul style="list-style-type: none"> Detailed understanding of the internal working practices of West Yorkshire Police and the context it operates in Has developed a network of key individuals in the Force including those working in Communication roles. Has the ability to judge the impact of decisions and policies on the reputation of the Force.



PART B – COMPETENCIES & VALUES

Competency and Values Framework –

http://www.college.police.uk/What-we-do/Development/competency-and-values-framework/Documents/Competency-and-Values-Framework-for-Policing_4.11.16.pdf

Level 1 –Practitioner

PART C - DEVELOPMENT OF ROLE

Expertise in Role (Advanced - Level 3)

- Has applied knowledge to implement improvements to working practices within the scope of the role.
- Demonstrates ability to successfully implement innovative communication techniques
- Recognised as an expert in their field by both internal colleagues and external contacts.
- Proactively identifies and introduces new initiatives to improve the image of the Department and/or Force.

PART D - ACCESS & VETTING

Standard IT Access	Default
Police Building (Perimeter and Zone access)	Perimeter Access to buildings where based
Vetting Level	Recruitment Vetting
Date accepted as a role profile	24 th September 2020