

ROLE PROFILE

Role Title	Marketing and Communications Officer Violence Reduction Unit	Reporting to	Head of VRU Delivery
Tenure	Fixed term/Secondment to 31.03.21. Possible extension subject to funding	District/Department	Violence Reduction Unit, Office of the Police and Crime Commissioner (OPCC)
		Rank/Grade	POD

Part A – JOB DESCRIPTION

Overall purpose of role	<p>The post-holder, working closely with the VRU Director, Head of VRU Delivery, Community Lead and OPCC Communications and Engagement teams, will support the work of the VRU by communicating its work to internal and external audiences both digitally and using more traditional methods.</p> <p>Working with communication leads from all VRU partners, they will ensure all communications are joined up, raising awareness of the outcomes and activity of the VRU, providing individuals, groups and communities with a real opportunity to engage in a proactive and positive way.</p>
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Key outputs for role

1. Responsible for all communications within the Violence Reduction Unit, devising, developing and delivering both internal and external communications strategies that promote the activities of the VRU, developing partnership communications strategies with unit partners, working closely with partner communications and engagement teams to ensure joined up working. This will involve relationship building and may involve attending internal and external meetings with partner agencies and organisations. This will also involve supporting representatives of services commissioned by the VRU in leading effective communications plans around their commissioned projects.
2. Responsible for the successful management of press conferences, interviews and events involving the VRU, anticipating questions and issues. This includes providing press advice and media training to the Violence Reduction Unit Director and other VRU staff as required on internal and external communications, promoting and enhancing the public perception of the work of the unit. It will also include attendance at, and support for, external events (as well as partnership events).
3. Manage the content and release of all internal and external communications relating to the VRU, working with communication teams from all partners, including editorials, columns, articles, press releases, the website, key publications, other written, audio and visual material as well as campaign materials to increase awareness. ensuring the maximum and most effective use of social media in order to engage as wide an audience as possible including diverse and underserved communities. This will include producing and uploading material for the website. Ensuring that social and digital media platforms are effectively monitored and evaluated to ensure that the VRU responds swiftly and appropriately to the news agenda as required.
4. Receive and manage media enquiries (international, national, regional and local), making decisions about the appropriate response to be given in order to support the VRU and to protect and enhance the it's reputation. This may involve receiving and managing some enquiries out of normal office hours.
5. In liaison with the Director of the Violence Reduction Unit, plan, develop and implement effective communications strategies for campaigns (where appropriate by working closely with partner organisations and key stakeholders) linked to the VRU priorities and evaluate the success of these campaigns.

6. Work alongside the Head of Communications for West Yorkshire Police and Crime Commissioner, staff in the OPCC and other partners to ensure activities and communications are planned to maximise media coverage, as well as ensuring that positive and consistent messages are delivered to the public by both the VRU, partners and Police and Crime Commissioner.
7. Advise and support VRU staff on appropriate use of digital communications and production of written publications, both internal and external, in accordance with legislation and in compliance with guidance, ensuring the VRU and partners communicate with the wide range of communities which we serves.
8. Working with the Digital Communications Officer at the OPCC on the content, design and management of VRU digital media platforms, internally and externally, ensuring data integrity/accuracy, consistency, appropriateness and timeliness of information, in line with OPCC policy and relevant legislation, such as Data Protection, Human Rights and Web Accessibility.
9. Develop positive and supportive relationships with all stakeholders including the Office of the Police and Crime Commissioner, West Yorkshire Police, Association of Police and Crime Commissioners, local authorities and other statutory and partner organisations in West Yorkshire, and with the charitable and voluntary sector. This includes the communications leads or responsible individuals within each stakeholder organisation.
10. Develop, maintain and enhance relationships with national, regional and local media organisations to maximise positive and supportive coverage for the work of the VRU. Proactively build and maintain effective relationships with those within the local, trade and national media and communications contacts in partner organisations, in order to positively influence and maximise media coverage relating to the VRU, ensuring positive and consistent messaging.
11. Manage specific co-creation, community co-production and engagement to support the work of the violence reduction unit. This may involve writing specifications, working with procurement to identify delivery partner/external contractor, directing and managing those appointed to provide the engagement resource to the violence reduction unit
12. Plan, lead and manage events to raise the profile of the VRU and its work in partnership with partner organisations. Where necessary write professional and appropriately targeted speeches and prepare presentations for the Director of the Violence Reduction Unit, and others as directed.
13. Attend meetings internally and with partner agencies & organisations, agreeing joined up communications which meet VRU and OPCC objectives.

Dimensions (Financial/Statistical/Mandates/Constraints/No. of direct reports)

- Lead, manage and liaise with partners at all levels to deliver joined up effective communications and campaigns and raise awareness of the VRU and Police and Crime Plan
- Responsible for the management of the communications of the VRU in conjunction with OPCC Head of Communications
- Responsible for devising, developing and delivering effective communication strategies, including effective internal communications
- Responsible for providing press advice to VRU Director
- Work closely with partners to deliver joined up effective communications and campaigns around the work of the VRU

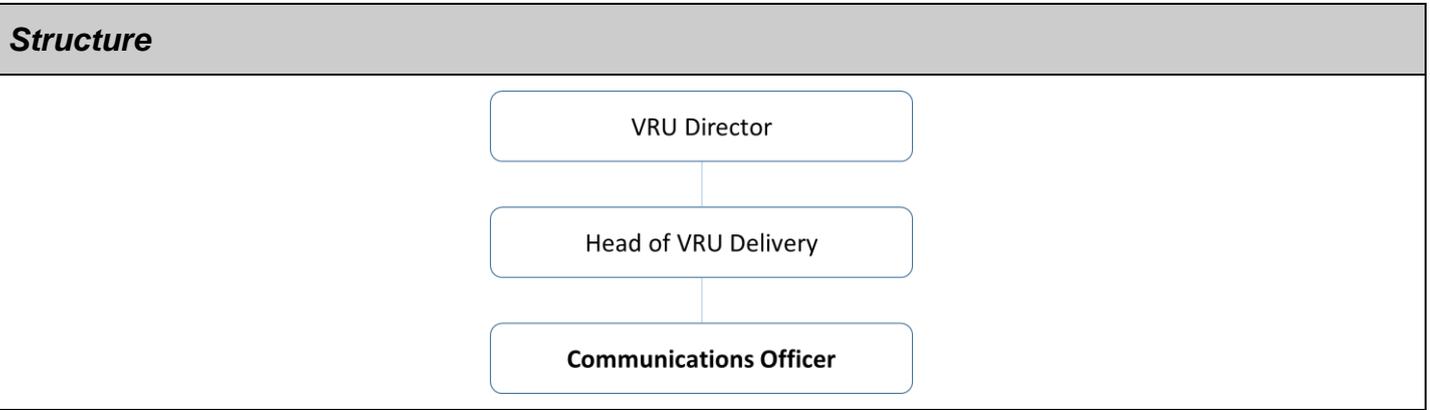
Work/Business contacts

Internal: VRU staff, OPCC staff including engagement and communications teams.

External: Members of the public across West Yorkshire, other OPCCs, local authorities and other key VRU partners, including the NHS, elected representatives, the business and third sectors and members of the press.

Expertise in Role Required (At selection - Level 1)	Essential or Desirable
• Degree or equivalent related qualification in a relevant subject	Essential
• Extensive knowledge/experience of local and national media	Essential
• Proven experience as a senior press officer, journalist or working in public relations	Essential
• Experience of developing and implementing communications strategies	Essential
• Experience of providing advice under competing priorities in a high pressured environment	Essential Desirable
• Knowledge/experience of trade media	Desirable
• Knowledge/experience of policing, public health, criminal justice and community safety	Essential
• Proven experience of working in a management capacity	
Other (Physical, mobility, local conditions)	
• Ability to travel across West Yorkshire and nationally to attend events as needed	Essential
• Be available outside normal hours to provide advice and support to the VRU Director	Essential
• Able to work flexibly to support the work of the VRU	Essential

Expertise in Role - After initial development - Level 2
• Detailed understanding of the functions, responsibilities and related policies of the OPCC, PCC, WYP and the context in which they operate
• Has a clear appreciation of corporate governance arrangements that apply to the role of the PCC and policing in these arrangements.
• Thorough understanding of the shared outcomes and priorities of VRU, OPCC, WYP and other partners.
• Devised, developed and delivered effective internal and external strategies
• Detailed knowledge/experience of the local, regional, national and trade press and partners communication leads and building meaningful relationships with these areas.
• Detailed knowledge of current and emerging policing and community safety issues.
• Enhance the reputation and delivered on the priorities of the PCC.
• Has demonstrated the ability to judge the impact of decisions on the reputation and public perception of the PCC



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

Competency	Level	Competency	Level
<ul style="list-style-type: none"> Innovative and Open Minded Deliver, Support and Inspire Taking Ownership Critically Analyse 	2	<ul style="list-style-type: none"> Collaborative Emotionally Aware 	2

Level One = Practitioner; Level Two = Supervisor/ Middle Manager; Level Three = Senior Manager/ Executive

PART C - ACCESS & VETTING

Standard IT Access	Default
Police Building (Perimeter and Zone access)	Perimeter access to Police Buildings where based
Vetting Level	NPPV level 2 (abbreviated) clearance
Date accepted as a role profile	25 th August 2020

