

## **SOUTH YORKSHIRE POLICE**

### **JOB DESCRIPTION**

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Job title:	Social and Digital Engagement Officer
Department/ Location:	Carbrook House, SYP Headquarters
Responsible to:	Communications Hub Manager
Responsible for:	N/A
Date:	April 2022

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### **JOB PURPOSE**

To promote the work of South Yorkshire Police to enable the public to shape and influence policing services and priorities.

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### **PRINCIPAL ACCOUNTABILITIES**

1.	Produce creative visual and written products for use on traditional and social and digital media platforms aimed at internal and external audiences, in particular the Force website and social media channels, to reduce and detect crime, increase community safety and to engender increased public understanding of and support for policing in South Yorkshire.
2.	Plan communications activity through the media and social media which further develops the Forces interaction with communities and partners to support the strategic narrative and priorities of the force. This will include updating the website and intranet, as well as implementing the Force's social media tactical plan, facilitating engagement, and coordinating social media activity.
3.	Maintain and help to develop the Force's website and its presence across social and digital media platforms to reduce and detect crime, enhance the on-line's community's accessibility to information and policing services and their active engagement in policing.
4	Working alongside the team, implement the Force's Social Media Tactical Plan which promotes two-way engagement with the public, focuses on building trust, dispelling myths and encouraging discussion on South Yorkshire Police's social media platforms.
5.	Help to develop campaigns and collaborative public engagement and tactical activities with partner agencies (for example, the PCC, the Violence Reduction Unit (VRU), other forces, local authorities, universities, businesses) to extend the force's communications reach, raise the profile of the force and to increase efficiency.
6.	Produce evaluation reports assessing the reach of online and social media communications activity and help review and revise products and approach.
7.	In liaison with colleagues, help to govern and ensure the consistent application of the force's image and brand across all communications platforms.
8.	Assist in the implementation of the Social Media Strategy, the Social Media

	Policy and the Corporate Communications Strategy.
9.	Maintain a current knowledge of legislative issues relating to all aspects of media law and web-based technologies and ensure legal and quality procedures are followed.
10.	Provide force personnel with advice, identifying customer need and recommending how best to use social and digital technology as a communications platform.
11.	Operate within security systems and procedures to ensure the integrity of the force's web-based applications and products.
12.	Maintain current knowledge of up to date social and digital media platforms and devices.
13.	To participate in the Force PDR process and take responsibility for identifying your own professional and career development needs.

Please access the College of Policing website and refer to the **Competency and Values** for a definition of the values and essential behaviours for each required competency level.

<b><u>Competency</u></b> <a href="https://profdev.college.police.uk/competency-values/">https://profdev.college.police.uk/competency-values/</a>	<b><u>CVF Level</u></b> <b>Level 1 – Practitioner</b> <b>Level 2 – Supervisor/Middle Manager</b> <b>Level 3 – Senior Manager/Executive</b>
We are emotionally aware	1
We take ownership	1
We are collaborative	1
We deliver, support and inspire	1
We analyse critically	1
We are innovative and open-minded	1
<b>Core values for ALL employees:</b>	
Integrity	Public Service
Impartiality	Transparency

#### **Experience, Education and Skills:** *Ideally between 4 and 6 of each*

##### **Essential:**

Degree holder/qualification holder or having proven relevant professional experience in the business area (Communications and/or Journalism)

Knowledge and experience in the use of a range of traditional media mechanisms and social and digital media platforms and the writing of articles, features and copy for publication on a variety of channels

Sound knowledge or experience of creating campaign which deliver behavioural change for both and internal and external audience

Sound knowledge of legislation which impacts upon media coverage and criminal justice procedures and sound knowledge of legislation which impacts upon web-based communications for a variety of audiences.

Experience of working in a fast-paced communications and/or media environment

Ability and willingness to travel for business purposes