



South Yorkshire

POLICE**Communications Officer Role Profile (CVF)**

District/Department	Corporate Communications	Rank/Grade	Band E
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Role 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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Key Accountabilities:

To promote the work of South Yorkshire Police through a range of channels externally and internally (via the SYP intranet), to enable the public to shape and influence policing services and priorities in South Yorkshire.

Develop positive and supportive relationships with all stakeholders including OPCC, NPCC, local authorities and other statutory bodies in South Yorkshire, and with the media, charitable and voluntary sectors.

Receive and manage media enquiries (international, national, regional and local), making decisions about the appropriate response to be given in order to support South Yorkshire Police and to protect and enhance the reputation of the Force – where necessary to receive and manage these enquiries out of normal office hours. This will involve providing Gold level advice and the appropriate response.

Provide tactical communications advice to the Force including providing media training, where needed, and acting as an advisor to prepare individuals for media interviews.

Plan, implement and produce material for on-line publication to increase public accessibility and engagement with the Force, uploading information to the Force website and other social and digital platforms.

In liaison with the Communications Hub Manager, plan and deliver communications strategies, policies and procedures to ensure a corporate, consistent, ethical and effective approach towards media engagement and news management.

Plan and direct, on a day-to-day basis, communications activity through the media and social media which further develops the Forces interaction with communities and partners to support the strategic priorities of the Force

Alongside departmental management, help to govern and ensure the consistent application of the Force's image and brand across all communication platforms.

Competencies/behaviours

*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.*

Competency https://profdev.college.police.uk/competency-values/	CVF Level Level 1 – Practitioner Level 2 – Supervisor/Middle Manager Level 3 – Senior Manager/Executive
We are emotionally aware	2
We take ownership	2
We are collaborative	2



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We deliver, support and inspire	2
We analyse critically	2
We are innovative and open-minded	2
Core values for ALL employees:	
Integrity Impartiality	Public Service Transparency

Experience, Education and Skills: <i>Ideally between 4 and 6 of each</i>
Essential:
Degree holder/qualification holder or having proven relevant professional experience in the business area (Communications and/or Journalism)
Extensive knowledge and experience in the use of a wide 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
Requirement to work evenings and weekends as and when required for pre-planned events and to take part in an on-call rota
Desirable: