**05/01/2018  
Community Engagement Adviser (Ref VP112 / 20386)**

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| **Police Staff** **Community Engagement Adviser** **Communications and Engagement** **Role Definition:VP112 / 20386** |

**ROLE DEFINITION**

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| Dept / Area Command: | Communications and Engagement | http://domcms/icons/ecblank.gif | Section: | Engagement |
| Post Title: | Community Engagement Adviser | http://domcms/icons/ecblank.gif | Post Reference: | VP112 / 20386 |
| Post Grade: | Grade G | http://domcms/icons/ecblank.gif | Location: | Forth Banks |
| Car User Status: | N/A | http://domcms/icons/ecblank.gif | Telephone Allowance: | None |
| Shift Allowance: | None | http://domcms/icons/ecblank.gif | Standby Allowance: | None |
| Weekend Enhancement: | None | http://domcms/icons/ecblank.gif | Contractual Overtime: | None |
| Line Manager: | Engagement Manager | | | |
| Staff Responsibilities: | Not Applicable | | | |
| Purpose: | Develop and deliver multi-channel engagement campaigns externally across the Force area in order to actively promote and enhance the ability for the Force to engage with a diverse range of communities to build trust and confidence in policing. | | | |

**Key Responsibilities:-**

**1. Develop relevant and measureable communications and marketing campaigns which support Northumbria Police’s priorities.**

**2. Develop and drive the Stakeholder Engagement Plan supporting the force’s objectives and values.**

**3. Advise officers and staff on the most effective way to engage with communities, in particular those who are traditionally hard to reach, and support them in their engagement activity.**

**4. Develop an understanding of how our communities use different forms of communication to engage with the Force and apply this knowledge when devising campaigns.**

**5. Engage with communities indirectly through surveys etc to establish their needs, expectations and feedback.**

**6. Support officers in the event of engagement requirements to support operations, crime spikes and community cohesion issues.**

**7. Work with the Area Command Engagement Officers to ensure a consistent, strategic approach to community engagement is adopted.**

**8. Plan, deliver and implement agreed campaigns by working alongside wider Communication and Engagement functions and all relevant departments.**

**9. Develop corporate campaigns and events to support organisational change through wider stakeholder engagement and service consultation.**

**10. Drive prevention and education messaging through a range of different forums.**

**11. Participate in the 24 hour Media & Communications on-call rota and work flexibly within it.**

**The postholder may be required to undertake such other responsibilities as are reasonably commensurate with the grade of the post.**

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