**21/06/2007
Media & Communications Adviser (Ref VP102 / 16478)**

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| **Police Staff****Media & Communications Adviser****Communications and Engagement****Role Definition:VP102 / 16478** |

 **ROLE DEFINITION**

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| Dept / Area Command: | Communications and Engagement  | http://domcms/icons/ecblank.gif | Section: | Media & Communications  |
| Post Title: | Media & Communications Adviser  | http://domcms/icons/ecblank.gif | Post Reference: | VP102 / 16478  |
| Post Grade: | Grade G   | http://domcms/icons/ecblank.gif | Location: | Forth Banks / OPCC  |
| Car User Status: | Casual  | http://domcms/icons/ecblank.gif | Telephone Allowance: | None  |
| Shift Allowance: | None  | http://domcms/icons/ecblank.gif | Standby Allowance: | Yes  |
| Weekend Enhancement: | Yes  | http://domcms/icons/ecblank.gif | Contractual Overtime: | None  |
| Line Manager: | Head of Communications and Engagement |
| Staff Responsibilities: | Not Applicable |
| Purpose: |  Provide a proactive and reactive multimedia service across local, regional, national media and social media to effectively publicise what the Force is doing to keep communities safe and build trust and confidence in policing. |

**Key Responsibilities:-**

**1. Provide a comprehensive multimedia service to the Force and its stakeholders.**

**2. Contribute to a proactive and reactive media strategy in line with current Force aims and objectives, ensuring policing issues are communicated effectively to target audiences.**

**3. Generate positive engaging content (including written, photographic, video and audio) to be shared publicly – recognising the best platforms of delivery – to enhance the profile of the Force and increase public confidence in policing.**

 **4. Receive and manage media enquiries from local, regional and national outlets, making decisions about the appropriate response to protect/enhance the reputation of the Force.

5. Act as media advisor to support serious crime investigations and major incidents countywide, developing and implementing tactics to manage communications issues relating to such incidents.**

 **6. Maintain and enhance relationships with local, regional and national media organisations to maximise supportive and positive coverage.**

 **7. Develop, manage and update content for the Force’s website and social media channels, and exploit opportunities as they arise.**

 **8. Work closely with colleagues from across the Corporate Communications & Engagement Department to maximise the potential of all media and communications work through effective teamwork.**

**9. Provide specialist support and guidance to ensure staff are fully briefed to deal with communication activity.**

**10. Undertake media monitoring of broadcast, print and on-line media in order to prepare daily briefings to senior managers with reliable and relevant data, specifically highlighting any contentious issues which may cause reputational damage.**

**11. Participate in the 24 hour on-call rota and work flexibly within it and travel when required.**

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

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