

Police Staff
Engagement & Events Advisor
Safeguarding
Role Definition: 20566

ROLE DEFINITION

Dept / Area Command:	Safeguarding	Section:	Strategy & Innovation
Post Title:	Engagement & Events Advisor	Post Reference:	20566
Post Grade:	Grade G	Location:	Balliol
Car User Status:		Telephone Allowance:	
Shift Allowance:		Standby Allowance:	
Weekend Enhancement:		Contractual Overtime:	
Line Manager:	Project Manager		
Staff Responsibilities:	Not Applicable		
Purpose:	Support the implementation of the Home Office Police Transformation Fund (PTF) Project 'Domestic Abuse: A Whole Systems Approach – The Next Steps', by providing a comprehensive proactive and reactive media and communications service in order to effectively engage with a range of stakeholders in order to transform the response to domestic abuse.		

Key Responsibilities:

1. Provide a comprehensive proactive and reactive media and communications support for the 'Domestic Abuse: A Whole System Approach – The Next Steps' project, its stakeholders and the media. Duties include call handling, arranging and facilitating briefings, as well as arranging and advising on engagement and marketing opportunities.
2. Be involved in the development of materials which will be used to promote and market the project.
3. Create a comprehensive communications and marketing strategy to support the project delivery.
4. Use the toolkit and communications and marketing strategy to effectively integrate the project into other forces and increase buy-in from key stakeholders.

5. Manage, under the direction of the Project Manager and Project Director, the media for all project queries and/or any issues which will expose the project to international, national or regional media attention in order to enhance and protect the corporate image of the project.
6. Work closely with colleagues from across all force Communications & Engagement Departments to maximise the potential of all media and communications work through effective teamwork, including areas of internal communications.
7. Ensure digital communications, the web and social media are an integral part of media and communications service delivery to exploit opportunities as they arise.
8. Source, write and circulate press releases to appropriate media, including industry publications in order to maximise publicity opportunities.
9. Devise, deliver and monitor internal and external communications activity identifying target audiences, key messages and the best communications tactics for reaching them to ensure the project messages are communicated effectively.

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