Job title: Press & PR Officer
Grade: PO 1
Role code: EU60403
Status: Police Staff
Home Office code: Organisational Support

Main purpose of the role:
Deliver a responsive and proactive Press Office function, liaising with press/media, police officers, members of the public and victims of crime, to ensure all communications are appropriate and accurate, in order to assist with the operational requirements of the force and to promote a positive image and improve public confidence in Essex Police.

Main responsibilities:
- Manage on behalf of Essex Police, the response to enquiries from international, national, regional and local media, in accordance with policy, practice and legal requirements, in order to support the delivery of effective communication in relation to force objectives.
- Liaise with colleagues within the Media Department, police officers, partners and stakeholders to ensure appropriate timing, content, and media is used to communicate messages and news effectively to a range of audiences.
- Research, investigate, and analyse details required to prepare press releases or statements, using available sources of information held on police computerised systems in order to ensure accuracy.
- Initiate and implement proactive media relations in order to promote positive PR campaigns in relation to policing activities, that raise awareness of activities and maintain and enhance the reputation of Essex Police.
- Advise and brief police officers, training and coaching as necessary, so they are adequately prepared for media interviews and press conferences and able to engage effectively with media regarding a range of sensitive or contentious issues on behalf of Essex Police.
- Ensure awareness of planned media coverage of police issues, liaise with Media Department colleagues to share coverage with relevant parties internally, including investigating officers within Essex Police, to support effective policing.
- Respond to requirements from investigating officers to publish details related to incidents, in order to appeal for information that will assist with the investigation of cases.
- Attend major incidents and scenes of crimes, accompany the media for the purposes of managing their presence, ensure media enquiries are dealt with appropriately, and act as spokesperson or advise an appropriate officer or staff member in this role, in order to ensure that communications relating to the incident are managed appropriately on behalf of Essex Police.

Vetting level:
Management Vetting required.

Necessary experience:
The post holder should be able to demonstrate professional communication skills with a broad and deep range of practical skills and experience including but not limited to content development, media relations, campaigning, filming and editing, media relations, advising senior management, crisis communications. The post holder will be either:
a member of a professional body such as the Chartered Institute of Public Relations;
qualified to degree level in a relevant subject (ie public relations, graphic design, film and tv production);
a NCTJ or BJTC-qualified journalist;
a professional with at least two years experience in a similar role.

This role requires advanced interpersonal skills, particularly with regard to dealing with the press / media. Diplomacy and negotiation is required to manage expectations and maintain positive working relationships.

Ability to maintain confidence, build trust and credibility with police officers, in order to gain knowledge and information to producing accurate statements regarding police incidents. This also applies to working to encourage the media / press to share information that could assist a case.

Empathy and compassion is required when working with victims of crime, to understand their needs, and to explain and advise on how these can or cant be met, including the ways in which the media works and how this might affect individuals.

Excellent communication skills, including listening and questioning are required to establish true requirements of enquiries. Responses must be written clearly and using appropriate language according to the audience.

Awareness of media law and criminal law is required to ensure correct protocols are followed, and only information that should be in the public domain is published, so as not to prejudice a case.

This role requires someone who is flexible, adaptable, and organised in order to manage conflicting priorities and work to tight and changing deadlines under pressure.

Ability to coach and train new colleagues, and also up skill police officers in handling routine press enquiries and issuing statements.

Ability to research police incidents using police computerised information systems is required (e.g. STORM, Crime File, crime records and custody systems) before drafting a press release.

**Behaviours:**

**Analyse Critically (Level 2)**

I ensure that the best available evidence from a wide range of sources is taken into account when making decisions. I think about different perspectives and motivations when reviewing information and how this may influence key points. I ask incisive questions to test out facts and assumptions, questioning and challenging the information provided when necessary. I understand when to balance decisive action with due consideration. I recognise patterns, themes and connections between several and diverse sources of information and the best available evidence. I identify when I need to take action on the basis of limited information and think about how to mitigate the risks in doing so. I challenge others to ensure that decisions are made in alignment with our mission, values and the Code of Ethics.

**Collaborative (Level 2)**

I manage relationships and partnerships for the long term, sharing information and building trust to find the best solutions. I help create joined-up solutions across organisational and geographical boundaries, partner organisations and those the police serve. I understand the local partnership context, helping me to use a range of tailored steps to build support. I work with our partners to decide who is best placed to take the lead on initiatives. I try to anticipate our partners' needs and take action to address these. I do not make assumptions. I check that our partners are getting what they need from the police service. I build commitment from others (including the public) to work together to deliver agreed outcomes.

**Deliver, Support and Inspire (Level 2)**

I give clear direction and expectations, helping others to understand how their work operates in the wider context. I identify barriers that inhibit performance in my teams and take steps to resolve these, enabling
others to perform. I lead the public and/or colleagues, where appropriate, during incidents or through the provision of advice and support. I ensure the efficient use of resources to create the most value and the right impact within my areas. I keep track of changes in the external environment, anticipating both the short and long term potential implications for the Police Service. I motivate and inspire others to achieve their best.

**Emotionally Aware (Level 2)**

I consider the perspectives of people from a wide range of backgrounds before taking action. I adapt my style and approach according to the needs of the people I am working with, using my own behaviour to achieve the best outcome. I promote a culture that values diversity and encourages challenge. I encourage reflective practice among others and take the time to support others to understand reactions and behaviours. I take responsibility for helping to ensure the emotional well being of those in my teams. I take the responsibility to deal with any inappropriate behaviours.

**Innovative and Open-minded (Level 2)**

I explore a number of different sources of information and use a variety of tools when faced with a problem and look for good practice that is not always from policing. I am able to spot opportunities or threats which may influence how I go about my job in the future by using knowledge of trends, new thinking about policing and changing demographics in the population. I am flexible in my approach, changing my plans to make sure that I have the best impact. I encourage others to be creative and take appropriate risks. I share my explorations and understanding of the wider internal and external environment.

**Take Ownership (Level 2)**

I proactively create a culture of ownership within my areas of work and support others to display personal responsibility. I take responsibility for making improvements to policies, processes and procedures, actively encouraging others to contribute their ideas. I am accountable for the decisions my team make and the activities within our teams. I take personal responsibility for seeing events through to a satisfactory conclusion and for correcting any problems both promptly and openly. I actively encourage and support learning within my teams and colleagues.

**Values:**

**Impartiality (Accredited)**

I take into account individual needs and requirements in all of my actions. I understand that treating everyone fairly does not mean everyone is treated the same. I always give people an equal opportunity to express their views. I communicate with everyone, making sure the most relevant message is provided to all. I value everyone's views and opinions by actively listening to understand their perspective. I make fair and objective decisions using the best available evidence. I enable everyone to have equal access to services and information, where appropriate.

**Integrity (Accredited)**

I always act in line with the values of the police service and the Code of Ethics for the benefit of the public. I demonstrate courage in doing the right thing, even in challenging situations. I enhance the reputation of my organisation and the wider police service through my actions and behaviours. I challenge colleagues whose behaviour, attitude and language falls below the public's and the service's expectations. I am open and responsive to challenge about my actions and words. I declare any conflicts of interest at the earliest opportunity. I am respectful of the authority and influence my position gives me. I use resources effectively and efficiently and not for personal benefit.

**Public Service (Accredited)**

I act in the interest of the public, first and foremost. I am motivated by serving the public, ensuring that I provide the best service possible at all times. I seek to understand the needs of others to act in their best interests. I adapt to address the needs and concerns of different communities. I tailor my communication to be appropriate and respectful to my audience. I take into consideration how others want to be treated when interacting with them. I treat people respectfully regardless of the circumstances. I share credit with everyone involved in delivering services.

**Transparency (Accredited)**

I ensure that my decision-making rationale is clear and considered so that it is easily understood by others. I am clear and comprehensive when communicating with others. I am open and honest about my areas for development and I strive to improve. I give an accurate representation of my actions and records. I recognise
I give constructive and accurate feedback. I represent the opinions of others accurately and consistently. I am consistent and truthful in my communications. I maintain confidentiality appropriately.

**Technical skills:**

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<th>Skill</th>
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<td>Health &amp; Safety (Level 3)</td>
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<td>Has a basic understanding of Health and Safety issues affecting the current role and working environment. Takes responsibility for personal safety and the safety of others. Aware of hazards and reports problems identified to line manager. Understands and minimises the physical risk of injury through the use of proper manual handling procedures.</td>
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<td>Information Gathering &amp; Analysis (Level 4)</td>
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<td>Is able to identify reliable and appropriate sources of information and select methods of gathering information which are efficient and effective. Has a working knowledge of legislation and policy relevant to the collection, recording, storage and distribution of information.</td>
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<td>Information Management &amp; Technology (Level 4)</td>
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<td>Can conduct basic computer searches and can correctly interpret data generated. Can create and amend records, according to role requirement. Knows established rules and protocols. Understands impact of data quality, and is self-monitoring on data quality issues.</td>
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<td>Interviewing - General (Level 4)</td>
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<td>Has received some training in reliable interviewing techniques and is able to apply these techniques fairly, consistently and to good effect. Identifies the key issues for examination and tests these using open and probing questions. Identifies weaknesses and inconsistencies in the account and seeks clarification. Keeps good written records of the interview for future.</td>
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<td>Journalism and Media (Level 5)</td>
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<td>Maintains an up to date awareness of all matters connected with the Force which are of interest to the media and provides briefings and press releases as appropriate. Able to effectively persuade media representatives to the Force viewpoint in the face of challenging and probing questioning. Provides coaching and guidance to officers involved in more sensitive or controversial investigations, or those where there is prolonged media interest.</td>
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<td>Know. of Police Environment &amp; Policy (Level 4)</td>
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<td>Displays a general appreciation of changes affecting the police service. Understands the inter-relationships between the roles of the various Operational and Support activities, and how organisation structures and police systems work. Possesses a detailed understanding of working procedures, practices and policies relevant to the current role and the roles of subordinates and ensures that these are followed at all times. Is clear about Force goals and effectively contributes to local business plan objectives.</td>
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<td>Mgmt of Police Information (MOPI) (Level 4)</td>
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<td>Full compliance with Level 3. Has successfully completed all standard relevant Information Management and Security training package(s). Accurate use of Government Security Classification (GSC). Ensures physical and digital records are stored with appropriate security relevant to the sensitivity of the documents and has working understanding of appropriate National Retention Schedules. Is able to quality assure own records management processes as well as those of any staff for whom they have supervisory responsibility. Is aware of where to seek further support in relation to Records management within force when necessary. If nominated as an Information Asset Assistant is familiar with the NPCC Information Asset Owners Handbook.</td>
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<td>Office Technology (Level 5)</td>
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<td>Expert in the use of one or more office software products. Is proficient in the use of these packages to significantly enhance the quality and/or presentation of work required within the role. This is likely to relate to the use of spreadsheet, database or desktop publishing packages and may include the manipulation of reports, moving data between applications, using scanning or optical storage peripherals, etc. to make the...</td>
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best use of information Recognises and makes the best possible use of office systems and/or understands how office systems can be used to improve the way work is undertaken.

**Photography and Digital Imaging (Level 4)**

Demonstrates a sound working knowledge of all aspects of photographic and digital imaging. Plans, prepares and undertakes assignments in a range of standard and non-standard situations. Aware of the technical products available that will enhance the final image. Uses colour, exposure, framing, lighting and printing techniques to produce results that meet client needs. Identifies processing and printing faults and is aware of their causes and treatments. Understands the range of different presentation, storage and retrieval techniques to ensure the physical care of images and minimise the risk of damage. Is capable of offering photographic advice to colleagues.

**Risk Management (Level 5)**

Able to anticipate, accurately define and establish the relative level of risk likely to affect their specialist function, in terms of likelihood and impact, together with how the challenges facing the wider organisation might affect their role within the force. Assesses the risks of national initiatives providing feedback at the relevant level. Has an understanding of pathways to alert all appropriate senior managers to flawed or ineffective control strategies and provide continuity/recovery options. Has an appreciation that seizing opportunities also generates risks.

**National Occupational Standards:**