

**Job Description – Senior Communications Officer**

**Status:** Permanent

**Location: Leatherhead, Surrey**

**Reporting to: Communications Manager**

**Primary Function**

* To promote a positive image of the work of the Police Federation of England and Wales to a range of internal and external audiences
* To deliver against the requirements of the approved Media strategy
* To handle media enquiries transparently and fairly, identifying good news, managing reputational risk, monitoring media coverage and enhancing relationships with media outlets
* To create internal and external communications content for a range of audiences.

**Responsibilities and Duties**

* Assist the Communications Manager in developing and implementing communications strategies to support specific organisational requirements.
* Undertake project work for the department under the guidance and support of the Communications Manager.
* Coordinate and respond to media enquiries, making decisions about the appropriate response to be given in order to support the Police Federation’s needs and to protect and enhance its reputation, escalating where appropriate to the Communications Manager.
* Proof-read and copy check all releases before they are sent to Principal Officers or the wider media.
* Brief Principal Officers and other key, regular spokespeople on specific issues and tactics for rebutting and correcting inaccurate and misinformation about the Police Federation on all media platforms, with particular regard to the key principles of crisis management.
* Develop and maintain professional working relationships with high-level journalist contacts throughout the national and specialist media, for example crime reporters, home affairs correspondents.
* Draft and write press releases and manage media materials to be used across a variety of platforms, eg print, broadcast, digital and social media.
* Ensure media officers are adhering to in-house style guide.
* Research information in a variety of ways – e.g. through the monitoring and research of databases, attendance at meetings, etc. to identify proactive media opportunities.
* Log all media activity within system databases, use the content planner to coordinate work across platforms.
* Research, write and edit compelling content for a range of disciplines, eg for news stories, for the website, magazine and social media channels.
* Update digital channels regularly, e.g. website, extranet, social media, with relevant news stories.
* Attend briefings, meetings and events on behalf of the Communications Department, identifying opportunities for good news stories and improved communications, internally and externally.
* Manage and monitor social media platforms, regularly reviewing channels for improvements and best practice.
* Undertake all relevant administrative support and managerial activities in the absence of the Communications Manager or Internal and Engagement Manager.
* Participate in the out-of-hours on call rota, within the parameters defined in the on-call guidance document.
* Undertake internal communications work where requested by the Internal and Engagement Manager, supporting recurring work in their absence.
* Regular travel is required, with some additional travel around England and Wales. This will involve mobility to travel either by own car or public transport, and overnight accommodation when more than one day’s attendance is necessary.

**NB Please note that these duties and responsibilities are not exhaustive and may be changed from time to time in line with the reasonable requirements of the Police Federation and as directed by the line manager, on behalf of the National Secretary.**

**Person Specification**

**It is essential that the postholder:**

* + A relevant qualification in communications, such as the National Council for the Training of Journalists, CIPR or equivalent
  + At least five years’ experience in a busy press office, specifically in media relations, handling media enquiries
  + Copy checking/proofing experience
  + Demonstrable negotiating and influencing skills
  + Experience of delivering internal and external communications across multiple channels
  + Experience of successfully working well under pressure and to tight deadlines with tact and diplomacy
  + A sufficiently high degree of interpersonal and communication skills, both written and verbal, with the ability to convey messages to different groups of people by adopting a range of styles, tools and techniques appropriate to the audience and nature of the information involved
  + An eye for detail and accuracy
  + An understanding of, and has a proven ability of working collaboratively with, key stakeholders, relevant external bodies and can develop and maintain effective working relationships with a range of people
  + An aptitude to develop a sufficient awareness of potentially sensitive matters for the organisation
  + Demonstrable respect for confidentiality and discretion
  + The ability to recognise how one course of action or media enquiry or response can have implications for other story lines/ issues being dealt with, seeing the bigger picture

**It is desirable that the post holder has**

* + Experience of working within a political environment
  + Experience of working within a corporate communications environment
  + Working knowledge of media law
* Media relations experience within policing and / or judicial services
* Experience managing multiple social channels for an organisation