

JOB DESCRIPTION

APPENDIX C

Before completing this form, please read the BTP 'Guide to writing job descriptions for Police Staff roles' Appendix B to the SOP.

A. POST DETAILS:

Job Title:	Senior Media Relations Officer	Current Grade:	B001
Department:	Corporate Communications (Media & Marketing)	Area:	B Division and FHQ
Reports To:	National Media Relations Manager	No of Posts:	1
Level of vetting:	BV	Post Number:	A100575

B. PURPOSE OF THE POST: *Why the post exists and what it has to achieve*

Working as part of the national BTP Media Relations team, the Senior Media Relations Manager uses well-honed communication skills and the ability to spot and highlight significant, potential reputational risks to initiate and deliver high-level reactive media plans and strategies on a range of activities and incidents, working to the Media Relations Standard Operating Procedure.

Reporting to the National Media Relations Manager and deputising in their absence, the Senior Media Relations Officer drives the team's external and internal communications activities, line manages three Media Relations Officers, oversees the activity of the Force social media accounts and ensures the smooth running of the desk on a day-to-day basis.

C. DIMENSIONS OF THE POST *The key statistics associated with the post*

Financial – Direct or Non-Direct

None

Staff Responsibilities – Direct or Non-Direct

Direct supervision of three Media Relations Officers.

Any Other Statistical Data

N/A

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D. PRINCIPAL ACCOUNTABILITIES: *What the job is accountable for and required to deliver*

Drafting high-level press releases, statements and media strategies in conjunction with officers and staff, working to the Media Relations Standard Operating Procedure.

Assisting the National Media Relations Manager in coordinating the promotion of BTP's activities. This includes monitoring the workload of the team and assigning work where necessary.

Performing a direct supervisory role, providing guidance, advice and training to the national media team's three media relations officers.

Maintaining and ensuring consistency of standards and corporacy by signing off appropriate work produced by the media relations officers.

Deputising for the national media relations manager when required due to leave or other commitments.

Recognising and highlighting potential media risks or issues to the national media relations manager and/or other senior staff within the department.

Liaising with other departments such as Professional Standards and HR to provide advice, strategies and statements for subjects likely to cause reputational damage to the Force,

Managing an accurate and timely response to enquiries from national, regional, local and social media, stakeholders and other agencies.

Alongside other members of the department, monitoring the day-to-day activity of the Force's social media accounts, taking responsibility for overseeing the reactive output produced by the team

Keeping an accurate and contemporaneous log of all media enquiries, decisions and actions taken using the management software, as well as helping to co-ordinate monitoring of traditional and social media.

Assisting in training officers and staff in media matters, media law and interview techniques through the department's in-house media training course.

Undertaking photographic and video assignments if required.

Having a flexible approach to working alternative hours due to operational commitments or during major incidents, in line with the department's Communications Response Plan.

Work with other members of the department to help develop and support national and regional campaigns and make full use of proactive opportunities.

Drafting high-level communications for internal publication, when required, in conjunction with the internal communications manager and appropriate officers and staff.

Will be required to work as part of an on-call rota, responding to out-of-hours enquiries from the media and internal colleagues. During on-call periods, also provides support to Force Control Centre Twitter handlers.

E. DECISION MAKING:

Make decisions

The Senior Media Relations Officer will be regularly required to make decisions on responses to a wide range of ongoing incidents and issues, and be prepared to supervise the decision-making of the media relations team.

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F. CONTACT WITH OTHERS: *The frequent contacts the post holder has with others and for what purpose*

Internal

Gathers information from internal sources of all grades and ranks for external and internal publications.

External

Primarily an externally-focused role involving daily contact with journalists and other representatives, including stakeholders, other police services, community groups, other agencies and members of the public.

G. REQUIREMENTS: *The skills, knowledge, experience, qualifications and training required to perform the job.*

Essential Criteria:

Qualifications and Training:

Educated to degree level, or equivalent work experience in a relevant field

Experience:

Significant experience within a press office or newsroom environment.

Strong background in writing and communication.

Understanding and skill in using different communication techniques for different audiences for different purposes

Experience in writing, editing and signing off press releases, stories and other forms of communication.

Demonstrable experience and understanding of organisational politics and experience of working within a politically-sensitive environment.

Skills:

First-class written and verbal communication skills with high attention to detail and good grammatical knowledge, as well as the ability to write in a variety of styles.

Competent in the use of Microsoft Outlook, Word, Excel and Powerpoint

Self-motivated in taking the initiative to seek out opportunities and contribute ideas for improvement.

Excellent interpersonal and negotiation skills and the confidence to challenge when it is in the Force's best interests to do so.

Works effectively as a team member and actively helps and supports others to achieve departmental goals.

Resilient with the ability to work in fast-paced, high-pressured environments to often conflicting deadlines.

Sound judgment, sensitivity and political awareness.

Gathers information from a range of sources to understand situations, making sure it is reliable and accurate. Analyses information to identify important issues and problems.

Identifies risks and considers alternative courses of action to make good decisions.

Proven ability in establishing effective relationships with journalists.

Ability to show initiative and spot positive PR opportunities for the Force.

Excellent administrative, planning and organisational skills, with the ability to work on several projects at once, often to conflicting deadlines.

Ability to work with colleagues at all levels of the organisation and with partners, exercising tact and diplomacy.

Enthusiastic team player who encourages and motivates others.

Commitment to delivering excellent customer service.

Knowledge:

A well-developed understanding of how a police force operates and an interest in current affairs.

A sound understanding of the environment in which British Transport Police operates in and the different approaches to communication needed to build relationships with a wide range of stakeholders.

Ability to use social media such as Twitter, Facebook and YouTube for professional purposes.

Understanding of Data Protection/Freedom of Information constraints.

Understands and is sensitive to the views and needs of a range of communities and interest groups.

Understands the views of others and takes them into account.

Is tactful and diplomatic when dealing with people, treating them with dignity and respect at all times.

Desired Criteria:

Qualifications and Training:

Training in journalism to NCE level, or equivalent, or a relevant PR qualification.

Experience:

Business experience within the transport and/or policing sectors.

Experience of direct management of staff within a press office or newsroom environment.

Skills:

Knowledge:

Knowledge of the law affecting communications activity, including Magistrates Courts Act, Contempt of Court Act, Children and Young Persons Act and Sexual Offences Act.

Knowledge of or an interest in the policing or railway sectors.

Knowledge of the geography of England, Wales and Scotland

H. ANY ADDITIONAL INFORMATION: *Information relevant to the role, including any particularly challenging/ difficult aspects of the job. If competencies have been developed for this post, these can be listed here.*

At all times the post holder is expected to display BTP's **VITAL behaviours** as set out below:

Value-adding

- Bring financial rigour to the work we do.
- Entrepreneurial in the way seeking out new opportunities.
- Maximise value and minimise waste.

Innovative

- Love to pioneer new methods and technologies.
- Continually look for better ways to deliver.
- Not be risk averse and always learn from mistakes.

Teamwork

- Non-territorial; always happy to learn from - and share - best practice.
- Be open and transparent in actions and decisions.
- Work hand in hand with industry partners to achieve the best results.
- Listen carefully and respect the views of others.

Active

- Focus on delivering a great service to customers and the travelling public.
- Focus on preventing and pre-empting crime wherever possible.
- Make decisions swiftly and objectively, using evidence and professional judgement.
- Act selflessly, always in the best interests of customers and of society in general.

Leaders

- Demonstrate honesty, integrity and leadership by setting the example.
- Develop, support and empower people.
- Be relied upon to take responsibility for actions and decisions.
- Support the decisions others make.
- Lead on - and promote - diversity and inclusion.

I. AUTHORISATION DETAILS

Prepared By: Rhianne
Pope

Date: 6 February 2018

Area Commander /FHQ
HoD: Allison Potter-Drake

Date: 6 February 2018

Evaluation Panel:

Date:

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