

## 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:	Media Relations Officer	Current Grade:	A006
Department:	Media and Marketing	Area:	FHQ
Reports To:	National Media Relations Manager	No of Posts:	2
Level of vetting	BV		

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

The Media Relations Officer is the first port of call for media to contact BTP and is responsible for most of the content produced and released externally. This includes writing stories to be distributed to local and national journalists, web stories and a vast array of social media content - including videos, photos and other innovative ideas.

The Media Relations team is responsible for managing the Force's reputation by answering enquiries in a timely and accurate manner, as well as monitoring social media and responding to members of the public during office hours.

Reporting to the National Media Relations Manager and Senior Media Relations Officer, the Media Relations Officer will be expected to participate in the 24/7 on-call rota and to have the confidence to be sent to court cases, incidents and out-of-hours activities where needed.

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

#### Financial – Direct or Non-Direct

None

#### Staff Responsibilities – Direct or Non-Direct

None

#### Any Other Statistical Data

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

**Providing an accurate and timely BTP response to enquiries from national, regional, local and social media, stakeholders and other agencies**

**Drafting articles, releases and statements, in conjunction with appropriate officers and staff, and adapting for different platforms, on social media, web and media**

Regular day-to-day monitoring and responsibility for responding on the Force's social media accounts, including but not limited to, Facebook, Twitter and Instagram

Proactively seeking opportunities and issues for BTP to offer its expertise and comment, as well as opportunities to promote the Force and its unique specialisms across all traditional and social media outlets

Recognising and highlighting potential media risks or issues to management within the department

Taking on projects, be they major court cases, campaigns or other issues, and seeing them through from start to finish, producing both written and visual content (for example photographs and video productions)

Participating in the delivery and development of media training for officers and staff in media matters, media law and interview techniques

Training other members of staff from the department on a regular basis in the systems and processes being used on the Media Relations desk, as part of the department's major incident planning

**Monitoring news items relating to police initiatives, crimes or other relevant topics**

**Always considering the use of content for internal publication, and producing content in conjunction with colleagues from internal communications**

**Keeping an accurate and contemporaneous log of all media enquiries and actions taken**

Participating in the on-call rota, being the first port of call for out-of-hours enquiries from the media and internal colleagues.

At major incidents, having the ability to take on various roles, including dealing with media and police officers at the scene.

**Having a flexible approach to working alternative hours due to operational commitments**

**Having good knowledge of media law in order to offer advice to other colleagues and protect the Force from any legal misconduct**

**Representing the department at internal and external meetings on a regular basis**

**E. DECISION MAKING:**

**Make decisions**

**Significant say in decisions**

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

**Internal**

**Gathers information from internal resources 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**

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

**Essential Criteria:**

**Qualifications and Training:**

**Educated to A-Level in Media, Communications, Politics, English or similar**

**Experience:**

**Experience within a press office or newsroom environment**

**Strong background in writing and communication, with a portfolio of work that demonstrates understanding and skill in using different communication techniques for different audiences for different purposes**

**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**

**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**

**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**

**Ability to establish effective relationships with journalists**

**Proven ability to create, produce, manage and respond effectively to digital and social media content**

**Knowledge:**

**To have an understanding of or willingness to learn about current affairs and police/crime-related issues on the news agenda**

**Awareness of how to use social media and ability to spot and use new trends**

**Understands and is sensitive to social, cultural and racial differences. 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:**

Educated to degree level in Media, Communications, Politics, English or similar

**Experience:**

Business experience within the transport and/or policing sectors

Experience of direct or non-direct supervision within a press office or newsroom environment

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

**Skills:**

Ability to take quality photographs

Ability to produce short effective videos for digital and social media

**Knowledge:**

- 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.*

**I. AUTHORISATION DETAILS**

Prepared By:

Date:

Area Commander

/FHQ HoD:

Date:

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