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**Post Specification**

**Organisational Support**

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| **Date** | **May 2023** |
| **Post Title** | Communications Officer |
| **Job Family Role Profile** | **OS11** |
| **Final Grade** | **Grade 11** |

**To be read in conjunction with the job family role profile**

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| **Purpose of this post** | | |
| This purpose of this post is to deliver effective communications and engagement activity to support Cumbria Fire and Rescue Service.  The post holder will be work closely with the leadership team and the Office of the Police, Fire and Crime Commissioner along with other internal and external stakeholders to ensure maximum contribution and commitment to the Service by putting our communities first and support cultural change.  To develop and maintain an effective pro-active relationship with the media that supports the objectives of Cumbria Fire and Rescue Service  To manage, develop and advise the Service, at all levels, on all aspects of communications, and liaise with the media to ensure that the Service’s reputation is managed and maintained.  To develop and deliver internal and external communication strategies in order to achieve the Service’s strategic objectives  To develop and deliver the external communication strategies for a range of incidents, recruitment activity or campaigns in line with the Service’s objectives and priorities.  To ensure hard to reach communities are prioritised and engaged | | |
| **Key job specific accountabilities** | | |
| 1. To be the media partner and technical advisor to SLT, liaising with the Office of the Police, Fire and Crime Commissioner 2. Build strong relationships with all key stakeholders, encouraging support and contribution to Cumbria Fire and Rescue Service’s key priorities. 3. Develop and deliver a comprehensive communications and engagement plan for Cumbria Fire and Rescue Service.. 4. Deliver marketing campaigns and activity throughout the year across the full range of online and offline channels to raise the profile of the Service 5. Produce high quality communications at all times that support the Service brand and meet the organisations requirements. 6. Ensure the wider engagement of staff with the Service by supporting the delivery of regular communication, including Status Magazine, Heads Up, Weekly Update, 7. Improve stakeholder engagement and customer satisfaction with all key stakeholders and audiences e.g. staff and communities, through the development and delivery of surveys 8. Support the forward planning of engagement and communication activity related to Cumbria Fire and Rescue Service. 9. Provide structured assistance to all staff when undertaking media activities, to monitor and provide feedback in a constructive manner. | | |
| **Please note annual targets will be discussed during the appraisal process** | | |
| **Key facts and figures of the post** | | |
| **Budget Responsibilities** | | * Will have responsibility for monitoring and reporting on spend against specific project budgets. |
| **Staff Management Responsibilities** | | * N/A |
| **Other** | | * Post will require occasional working at evenings and weekends |
| **Essential Criteria - Qualifications, knowledge, experience and expertise** | | |
| * Educated to degree level or equivalent in a communication or related discipline * Knowledge of the application of communication, marketing, media and engagement techniques * Excellent communications skills and experience writing for a range of audiences using a range of communications channels * Excellent inter-personal skills and ability to build and maintain productive working relationships * ICT literate with demonstrable experience of MS Office applications and commonly used social media platforms * Excellent creative thinking and problem-solving skills | | |
| **Disclosure and Barring Service – DBS Checks** | | |
| * This post requires a Standard DBS check. | | |
| **Job working circumstances** | | |
| **Emotional Demands** | * As expected for role | |
| **Physical Demands** | * As expected for role, Minimal. Occasional movement of display equipment. | |
| **Working Conditions** | * Agile working, Majority office based, will involve some work in the community | |
| Other Factors | | |
| * Post holder must be able to travel independently. | | |