

JOB DESCRIPTION

Job Title:	Communications and Campaigns Officer
Department:	Communications and Engagement
Location:	Headquarters, Sadler Road, Winsford
Post Number:	CO57
Grade/Role:	Scale 6
Special Allowances:	Allowance for participating in out-of-hours on-call rota
Responsible to:	Communications and Campaigns Manager

JOB PURPOSE

To support the delivery of the Communication and Engagement Department's programmes of planned internal and external communications and campaigns activity in line with annual departmental plan objectives, external and internal communications and engagement strategies, and the Service's strategic priorities. To respond to routine incoming media enquiries and support the communications response to major or critical incidents.

PRINCIPAL RESPONSIBILITIES

- 1 Under the direction of the Communications and Campaigns Manager, deliver a range of internal and external communication activities aimed at protecting and enhancing the Service's reputation and increasing knowledge and understanding of its role and future development. These activities include proactive media work, production of reports and publications, writing speeches and citations and developing digital/ social media content.
- 2 Under the direction of the Communications and Campaigns Manager, deliver proactive internal and external campaigns aimed at raising awareness, changing behaviour or perceptions and keeping people and property safe. These activities will include proactive media work, working with partners and the production of campaign collateral and digital/social media content.
- 3 Identify, research, develop and write positive news stories and promote them through the most appropriate internal and external communications channels, in support of planned programmes of communications and campaigns activity, the Communications and Engagement Strategy and the Service's strategic priorities.
- 4 Produce multi-channel content with creativity, journalistic flair and to the highest standards of accuracy prior to sign-off by the Communications and Campaigns Manager. Write, edit and proof-read in adherence with the Department's house-style guide.
- 5 Support the Communications and Campaigns Manager in responding to media enquiries, providing advice and support to colleagues on the best ways to respond to questions from journalists and filming/interview requests. Support the Department's response to critical issues or media interest in adverse or major incidents.

- 6 Participate in the Department's out-of-hours on-call rota by reviewing and summarising incidents at weekends and bank holidays for the website, officers and members, acting as the primary point of contact for North West Fire Control on incidents of note, responding to urgent media enquiries and attending or supporting serious or major incidents that attract media interest.
- 7 Support the delivery of the Department's programme of events, engagement and consultation activity by producing multi-channel communications materials and attending events if a larger team of people is required. This will require a flexible approach to working.
- 8 Support the Service's equality, diversity and inclusion (EDI) activity by working with the EDI Advisor to produce multi-channel communications and campaigns materials in support of the EDI Strategy.
- 9 Deliver other activities, under the supervision of the Communications and Campaigns Manager, which support and promote the delivery of the Communications and Engagement Strategy.

Core Responsibilities for Cheshire Fire and Rescue Service Personnel

Personal Performance

To take responsibility for personal performance (including personal fitness) and the development of personal skills to ensure the required skills, knowledge and competence to fulfil the role.

Personal Accountability

To manage the areas of responsibility attached to the post or commensurate with the role in accordance with the Authority's Scheme of Delegation.

Core Values and Behaviours

To encourage and promote the values of Cheshire Fire Authority and comply with the required standards of conduct and so promote the Authority within the community by acting with integrity and honesty.

Equality and Diversity

To promote, adhere to and implement the Service's Equality, Diversity and Inclusion Strategy and Policy, and to work consistently to embed equality, diversity and inclusion within the Service.

Health and Safety

To work in compliance with Service Health and Safety Policy to ensure that hazards are identified and risks assessed and controlled. To be proactive in managing your personal health, safety and wellbeing and that of your colleagues.

Environment

To promote the Service's Environment Policy/Strategy by implementing working practices and procedures that ensure a sustainable approach to the use of resources and that resources are disposed of in an efficient and environmentally friendly way. To work consistently to embed environmental considerations, energy efficiency and compliance with the Environment Management System (EMS) within the Service.

N.B.

Notwithstanding the detail in this job description, in accordance with the Cheshire Fire and Rescue Service's flexibility policy the job holder will undertake such work as may be

determined by the Chief Fire Officer/Line Manager from time to time, up to or at a level consistent with the principal responsibilities of the job and in any location within the Cheshire Fire and Rescue Service.

Document Control	Date of Creation:	16/08/21
Version	Date	Amended by (Initials)
V2	19/07/2024	MS minor updates
V1	17/08/2021	MS
Final	21/10/2021	MS following Hay

PERSON SPECIFICATION

Job Title: Communications and Campaigns Officer

PERSONAL ATTRIBUTES REQUIRED	ESSENTIAL	DESIRABLE
<p><u>Qualifications/Experience</u></p> <p>Relevant professional qualification at equivalent of level 5 in journalism, public relations, corporate communications, marketing, event management or equivalent relevant experience.</p> <p>Demonstrable career experience working in a corporate communications/public relations environment.</p> <p>Experience of working across multiple print and digital communications channels.</p>	<p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p>	
<p><u>Knowledge and Skills</u></p> <p>Excellent verbal, written, interpersonal and presentation communication skills.</p> <p>Excellent attention to detail.</p> <p>Ability to write and sub-edit across multiple communication channels.</p> <p>Proficient with Microsoft applications.</p> <p>Knowledge of relevant legislation i.e. media law, privacy, consent and information governance.</p> <p>Knowledge of how the fire and rescue service is structured and managed and the environment in which it operates.</p> <p>Hold a full UK driving licence</p>	<p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p>	<p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p>
<p><u>Personal Competencies</u></p> <p>Self-confidence and belief in own professional knowledge and skills.</p>	<p style="text-align: center;">*</p>	

<p>Resilience in the face of difficulties.</p> <p>Flexibility in style and approach to ensure the best outcomes for the Service.</p> <p>Insight and empathy, to effectively manage relationships within and outside the organisation.</p> <p>The ability to work effectively under pressure.</p> <p>The ability to manage competing priorities to ensure successful delivery.</p> <p>The ability to work collectively and collegiately with colleagues in the team to deliver outstanding communication and campaign services.</p> <p>Be able to participate in the out-of-hours on-call rota and work flexibly to support evening and weekend events where required.</p>	<p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p>	
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