



Creating a safer
Cambridgeshire

ROLE PROFILE

Role Title:	Communications Assistant
Rank/Grade:	SC3/4
Job Family	Business Support
Reporting to:	Deputy Head of Corporate Communications
Main purpose of the role:	Support the team to deliver a Communications service to the force, both internally and externally, through support and delivery on communications work.

Key Responsibilities

These key duties and responsibilities are intended only as a guide to the main responsibilities of the post and are not intended to restrict the scope of the post holder to perform other duties. Additional responsibilities for the post holder may be agreed on an individual basis and recorded as part of the annual performance review.

- Writing, proofing and editing copy both the intranet and external communications channels
- Liaise with departments to process routine communications requests
- Assist with responding, in a timely manner, to emerging trends and issues identified through the DMM process, offering a range of communications tools and activities, according to the concern, to assist with the crime reduction or future prevention
- Identify and create imagery to support internal and external communications
- Work with corporate communications team to ensure consistency of brand internally and externally
- Assist with daily enquiries from the media, release information in accordance with the force's media policy
- Monitor media and all other channels, and in liaison with the Deputy Head of Corporate Communications, reacting appropriately when required to ensure the corporate image of the force is maintained and enhanced
- Assist with the delivery of an internal and external communications strategy supporting force priorities and allocated collaborative business areas
- Work closely with the Senior Communications Officer and the Communications Team to ensure effective integration of digital communications, internal communications, media and marketing activity
- Undertake and other duties within the grade as directed by line managers

Financial e.g. limits/mandates	Non-financial e.g. staff responsibility
N/A	N/A

Entry Requirements

Essential

- At least 12 months communications experience
- Experience of working on digital communications for an organisation or campaign
- Excellent writing skills - able to write in concise, error-free English, with good attention to detail
- Good communication and interpersonal skills - able to articulate clearly verbally and in writing to a variety of people at all levels
- Demonstrated interest in digital media and communications
- Ability to work well in a team, but also able to work independently
- Administrative skills and a methodical approach to handling tasks and meeting deadlines

Desirable

- Two A-levels, or equivalent
- Experience of the following software is desirable: Adobe Photoshop and InDesign
- A full, clean, current driving licence is desirable

Any other General Requirements/Scope

- Full driving licence and ability to provide a vehicle for business purposes
- Ability to work under pressure and outside normal working hours
- If using a private vehicle then business insurance needs to be organised by the individual.
- Vetting is required, as advised by the vetting unit.
- The post holder will be expected to undertake training as and when required.



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- The post holder will be expected to comply with health and safety requirements.

Obligatory Requirements

- Before commencement of this appointment, this role is subject to medical assessment. For some roles health screening or surveillance may be required on a regular basis, as identified by line manager risk assessments.
- There is a requirement for the role holder to meet the probationary objectives set.

Assessment of Performance in Role

- Personal Development Review (PDR)

Behavioural Competencies

We are emotionally aware

I treat others with respect, tolerance and compassion. I acknowledge and respect a range of different perspectives, values and beliefs within the remit of the law. I remain calm and think about how to best manage the situation when faced with provocation. I understand my own emotions and I know which situations might affect my ability to deal with stress and pressure. I ask for help and support when I need it. I understand the value that diversity offers. I communicate in clear and simple language so that I can be easily understood by others. I seek to understand the thoughts and concerns of others even when they are unable to express themselves clearly.

We take ownership

I actively identify and respond to problems. I approach tasks with enthusiasm, focusing on public service excellence. I regularly seek feedback to understand the quality of my work and the impact of my behaviour. I recognise where I can help others and willingly take on additional tasks to support them, where appropriate. I give feedback to others that I make sure is understandable and constructive. I take responsibility for my own actions, I fulfil my promises and do what I say I will. I will admit if I have made a mistake and take action to rectify this. I demonstrate pride in representing the police service. I understand my own strengths and areas for development and take responsibility for my own learning to address gaps.

We are collaborative

I work cooperatively with others to get things done, willingly giving help and support to colleagues. I am approachable, and explain things well so that I generate a common understanding. I take the time to get to know others and their perspective in order to build rapport. I treat people with respect as individuals and address their specific needs and concerns. I am open and transparent in my relationships with others. I ensure I am clear and appropriate in my communications.

We deliver, support and inspire

I take on challenging tasks to help to improve the service continuously and support my colleagues. I understand how my work contributes to the wider police service. I understand it is part of my collective responsibility to deliver efficient services. I take personal responsibility for making sure that I am working effectively to deliver the best service, both individually and with others. I am conscientious in my approach, working hard to provide the best service and to overcome any obstacles that could prevent or hinder delivery. I support the efficient use of resources to create the most value and to deliver the right impact. I keep up to date with changes in internal and external environments. I am a role model for the behaviours I expect to see in others and I act in the best interests of the public and the police service.

We analyse critically

I recognise the need to think critically about issues. I value the use of analysis and testing in policing. I take in information quickly and accurately. I am able to separate information and decide whether it is irrelevant or relevant and its importance. I solve problems proactively by understanding the reasons behind them, using learning from evidence and my experiences to take action. I refer to procedures and precedents as necessary before making decisions. I weigh up the pros and cons of possible actions, thinking about potential risks and using this thinking to inform our decisions. I recognise gaps and inconsistencies in information and think about the potential implications. I make decisions in alignment with our mission, values and the Code of Ethics.

We are innovative and open-minded

I demonstrate an openness to changing ideas, perceptions and ways of working. I share suggestions with colleagues, speaking up to help improve existing working methods and practices. I constantly reflect on my own way of working and periodically review processes and procedures to make continuous improvements. I adapt to change and am flexible as the need arises while encouraging others to do the same. I learn from my experiences and do not let myself be unduly influenced by preconceptions.