



Key Responsibilities and Deliverables:

- Liaise with the media dealing with queries and supporting requests for data, pictures and information in a timely manner.
- Support or lead on assigned communications and engagement portfolio working collaboratively with other team members and colleagues from across the organisation to plan, deliver and evaluate effective internal and external communications and engagement initiatives, which support the corporate vision and objectives.
- Support the RBFRS' social media presence, including the sourcing and frequent updating of content, monitoring of activity, evaluating impact and dealing with any customer enquiries.
- Support with photography and videography.
- Monitor incidents and draft media statements.
- Produce content for the Spark and The Shout.
- Support the planning and content management of the RBFRS website and intranet.
- Editing, updating and quality assuring content, photo editing and liaising with managers/teams to ensure content is updated.
- Undertake and analyse research.
- Support and promote RBFRS' brand management across all channels both internally and externally.
- Event planning support.
- Provide assistance to colleagues/the public regarding general queries.
- Identify opportunities to engage in new ways of working and adopt best practice in the management of communications and engagement.
- Undertake other duties within the Corporate Services Directorate as required.

Person Specification

Qualifications and training	On recruitment	After Training
Degree or professional qualification (communications, journalism, English or marketing related field preferred.)	X	

Knowledge, skills and experience	On recruitment	After Training
High standard of verbal and written communication skills.	X	
High level of interpersonal skills.	X	
Ability to prioritise and manage workloads.	X	
Methodical approach and ability to accurately undertake detailed work.	X	
Strong IT skills (MS Office suite, other multimedia packages.	X	
Ability to remain calm under pressure.	X	
Effectively working to deadlines and with competing priorities.	X	
Content Management System skills.		X
Adobe creative suite skills or equivalent.		X
Knowledge of communications and engagement theory and practice.		X
Knowledge of relevant policies and procedures relating to data protection and confidentiality.		X
A desire to work in a communications/PR/ journalism/ internal communications role.	X	
An understanding of media relations and digital media.	X	
Experience of working with social media and web- based communication channels for business use.	X	
Ability to manage and deliver against competing priorities.	X	
Confident disposition.	X	
Discretion and confidentiality.	X	
Ability to work flexibly to ensure adequate coverage in times of emergency.	X	

<p>Other Requirements</p> <p>Ability to travel to other locations within the county of Berkshire</p> <p>Flexible approach to working hours and attendance and ability to attend meetings out of hours on occasion.</p>

<p>RBFRS Behaviours</p> <p>RBFRS Behaviours are contextualised into 4 levels. The level this role operates within is identified below</p> <ul style="list-style-type: none"> • Leading Yourself <input checked="" type="checkbox"/> • Leading Others <input type="checkbox"/> • Leading the Function <input type="checkbox"/> • Leading the Service <input type="checkbox"/>

Personal Impact	<p>Comply with all finance and procurement policies, procedures and practices, demonstrating the highest levels of integrity at all times. Adhering to the RBFRS code of Conduct and related policies.</p> <p>Take responsibility for your own performance (including personal fitness) and participate positively in development activities.</p>
Working Together	<p>Promote and adhere to the Service’s policies on equality and fairness. Value the contributions of a diverse workforce and respond to the different needs of individuals and group. Ensuring familiarity of Safeguarding Policy and practice. Contribute to the development of others.</p>
Delivering Quality and Service	<p>Treat members of the public with respect.</p> <p>Respond to the different needs of individuals and groups within the organisation and in the community.</p>
Organisational Effectiveness	<p>Uphold and promote the values of RBFRS complying with the required standards of conduct, integrity and behaviour.</p> <p>Demonstrate commitment to helping the service achieve its corporate commitments and vision.</p>
Health, Safety and Wellbeing	<p>Practice and promote the Services policies to support the health and safety of themselves and their colleagues and anyone else who may be affected by their actions.</p>

Profile prepared by:	Mark Antell, Senior Communications and Engagement Officer		
Approved by:	Paul Bremble, Head of Corporate Services		
Profile Effective from:	July 2024	Last reviewed:	
Post holder name:		Signature:	

ROYAL BERKSHIRE FIRE AND RESCUE SERVICE

Job Profile Green Book [F600]

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