

Job Title:	Senior Communications and Engagement Officer		
Post Reference		Temporary/Permanent	Temporary
Grade:		Hours:	37
Reports to:	Communications and Engagement Manager		
Line Management responsibilities: (Direct and Indirect)	Direct		
Directorate/ department:	Support Services		
Location:	Newsham Court		
Politically restricted:	Yes		
Level of DBS Check Required	<input checked="" type="checkbox"/> Standard <input type="checkbox"/> Enhanced <input type="checkbox"/> Enhanced (with barred Child) <input type="checkbox"/> Enhanced (with barred Adult)		

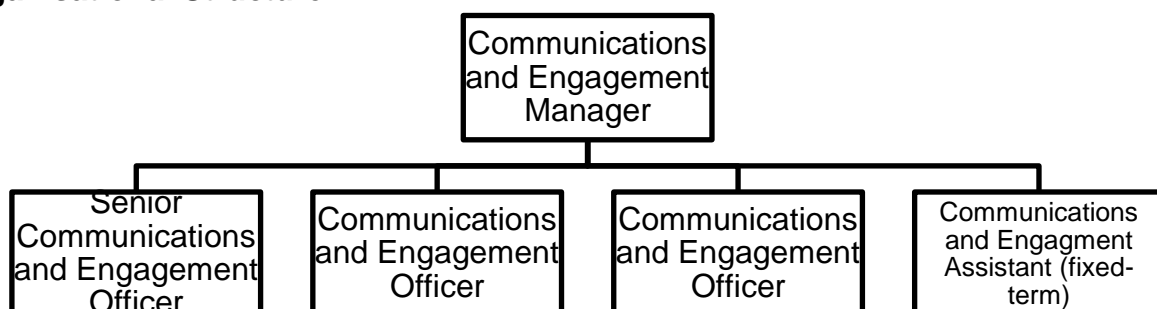
Main Purpose of the Job:

As part of the Communications and Engagement team, manage and deliver proactive and effective and efficient communications and engagement service in support of RBFRS' strategic commitments and vision.

To develop and participate in all communications activities, including working with stakeholders within and outside the organisation, while promoting high levels of engagement and advocacy to deliver a service which reflects contemporary best practice.

To lead on strategic projects and programmes, including analysing, assessing, maintaining and improving the communications and engagement function.

Organisational Structure



Key responsibilities and Deliverables:

1. Liaise with the media and take ownership for dealing with queries and supporting requests for data, pictures and information in a timely manner, while ensure the integrity and positive reputation of RBFRS is upheld.
2. Lead the delivery of the Communications and Engagement Strategy Action Plan with other team members, colleagues and the Senior Leadership Team to plan, deliver and evaluate effective internal and external communications and engagement initiatives which support the corporate vision and objectives.
3. Lead and effectively and efficiently manage assigned communications and engagement portfolio working collaboratively with other team members, colleagues and the Senior Leadership Team to plan, deliver and evaluate effective internal and external communications and engagement initiatives which support the corporate vision and objectives.
4. Provide professional guidance and advice on strategic communication and reputational matters to the Senior Leadership Team, and develop communication strategies and plans accordingly.
5. Work collaboratively with other team members and the Senior Leadership Team (SLT) to plan and deliver regular communication to Fire Authority Members and attend Fire Authority meetings as required to manage related internal and external communications
6. Manage and co-ordinate the RBFRS' social media presence, including the sourcing and frequent updating of content, monitoring of activity, evaluating impact and dealing with any customer enquiries.
7. Manage the planning and content management of the RBFRS website and intranet, including training of users, editing, updating and quality assuring content, photo editing and liaising with managers/teams to ensure content is updated, while ensuring compliance with relevant WCAG and accessibility regulations.

8. Prepare and present management and Committee reports.
9. Undertake and analyse research, in relation to audience insight to ensure that RBFRS channels reach the intended audience to ensure that RBFRS positive reputation is upheld.
10. Manage RBFRS' brand management across all channels both internally and externally across all platforms identified within the communications and engagement strategy.
11. Act as the communication and engagement event manager for assigned events, including leading, resourcing and managing the assigned events.
12. Act as the project manager for communication and engagement work streams of assigned strategic projects and programmes, including fire authority and service priority programmes and capital projects and investments with management of ongoing projects in line with the corporate service plan.
13. Identify opportunities to engage in new ways of working and adopt and embed best practice in the management of communications and engagement.
14. Line management of communication and engagement team members, ensuring team members are clear about what is expected of them and are kept informed about their performance, including providing professional feedback through appropriate supervision arrangements and appraisals, sickness absence management.
15. Manage, coach, teach and develop others within the team as well across the organisation.
16. Deliver training to a high standard in line with the Team's policies to various stakeholders across the organisation.
17. Lead and manage the delivery of the accessibility regulations across all communications platforms, advocating, educating and advising those across the organisation to do the same.
18. Provide training guidance to other members of staff to advocate for communications across RBFRS.
19. Deputise for the Communications and Engagement Manager where required to ensure the delivery of the Communication and Engagement Strategy and elements of the Corporate Services' Service Plan.
20. To assist with other duties within the Corporate Services Directorate as required.
21. Update and maintain set policies in line with the Communications and Engagement Team function.

Personal Specification

Qualifications and training	On recruitment	After Training
Degree or equivalent professional qualification (communications or journalism-related field preferred)	X	

Knowledge, skills and experience	On recruitment	After Training
High standard of verbal and written communication skills	X	
Prior experience managing people	X	
High level of interpersonal skills	X	
Ability to manage and prioritise workloads	X	
Ability to lead and manage projects	X	
Methodical approach and ability to accurately undertake detailed work	X	
Strong IT and multimedia skills	X	
Adobe creative suites skills or equivalent		X
Ability to remain calm under pressure	X	
High level of political acuity	X	
Ability to make decisions within own area of responsibility, demonstrating strategic thinking skills	X	
Ability to teach, coach and develop others	X	
Experience of strategic communications and reputation management	X	
Knowledge of communications and engagement theory and practice	X	
Previous experience in a communications/PR/ journalism/ internal communications role	X	
Experience of project management	x	

Other Requirements

Ability to travel to other locations within the County of Berkshire
Flexible approach to working hours and attendance, particularly in times of emergency, and ability to attend meetings out of hours on occasion and Fire Authority meetings.

RBFRS Behaviours

RBFRS Behaviours are contextualised into 4 levels. The level this role operates within is identified below

- Leading Yourself
- Leading Others
- Leading the Function
- Leading the Service

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. 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. Demonstrate commitment to helping the service achieve its corporate commitments and vision.</p>
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:	Jo Watson, Communications and Engagement Manager		
Approved by:	Paul Bremble, Head of Corporate Services		
Profile Effective from:	April 2022	Last reviewed:	
Post holder name		Signature	
		Date	