

# Office of the Police and Crime Commissioner (OPCC)

## Job Description

### Your Job Title: Campaigns and Communications Officer (Violence Reduction Unit)

This role is hosted by the OPCC on behalf of the Humber Violence Prevention Partnership (VPP), a Home Office-funded Violence Reduction Unit (VRU).

**Your Salary and Rewards:** This is a Band E post

**Your Contribution to the OPCC will be:** developing and implementing public awareness campaigns to prevent violence, facilitating co-production with communities and young people, and raising awareness of the VPP's work.

### Your business as usual will include:

- Developing and delivering a communications plan which promotes the work of the VPP and its partners in preventing violence.
- Maintaining the VPP's website, social media channels and email newsletter on a day-to-day basis – working with colleagues and partners to create engaging content.
- Identifying and responding to opportunities for proactive communications activity on the VPP's work and priorities.
- Developing and implementing public awareness campaigns to prevent people being involved in violence.
- Involving communities and young people in the design and delivery of communications activity.
- Evaluating the effectiveness of our campaigns and communications activity.
- Building our understanding of “what works” in public health messaging campaigns and how we can apply it – liaising with other VRUs and partner organisations, and accessing the academic evidence base.
- Creating news stories/media releases and responses to media enquiries, working with the OPCC Communications and Engagement Manager.
- Producing the VPP Annual Report and other documents, reports and content for various audiences on subjects linked to the VPP's work.
- Planning and co-ordinating youth, community and stakeholder consultation events to support engagement on the VPP's work.
- Building relationships with communications leads in our partner organisations and supporting collaborative work.
- Working with partners on a local and national level to increase the VRU's understanding of youth engagement opportunities and methodologies.
- Implementing the VPP's brand guidelines throughout your work, and supporting colleagues and partners to do the same.
- Whilst you will generate most of your own creative content, where necessary you will be supported to commission and manage contributions from specialist agencies within available budget.
- Representing the VRU at appropriate events, forums and working groups as required.



Decision Making	Leadership	Managing Risk
Will have some operational decision making responsibility day to day in line with responsibility commensurate with the post. Will make recommendations to their line manager on areas of strategic impact.	Will engage with a range of partners usually in a light touch manner e.g. diary management, correspondence with individuals.	Will identify risks and make suggestions around how to mitigate and manage them.

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### How you fit:

You will be managed by our Programme Manager, who will provide you with both challenge and support in your role with us. (Please see the diagram below of our structure.)

### Our Values:

We thought really carefully about our values, and they are owned by everyone.

They are used as the foundation for all we do and a fundamental part of how we undertake recruitment and selection.

There is an expectation that collectively we will strive to achieve great things, enjoy our work, make one another proud, and work with the public in mind at all times.

<b>AMBITION</b>	You will demonstrate a commitment to the highest standards, best outcomes and continuous improvement for all areas of your work and the work of the VPP.
<b>COMPASSION</b>	You will be a people person and understanding of the vulnerabilities of those we are here to support and the needs of others. You will support and provide help to your team and consider the public in all you do.
<b>ENABLING</b>	You will enable communities, young people and partners to inform your work and the VPP's wider activity. You will provide others with the tools to amplify VPP communications and campaigns, maximising overall impact.
<b>INTEGRITY &amp; TRUST</b>	You will always conduct yourself in a way that allows your team, partners and the public to trust you and demonstrate that you trust them. You will challenge where you see potential breaches in trust.

### You will have:

- A natural fit with our values and your approach to your work will clearly reflect them.
- Experience of working in a communications, marketing, public relations or similar role.
- Excellent verbal and written communication skills including an ability to write in a clear, succinct and engaging manner, adapting for audience and channel.
- Ability to present ideas and effectively persuade and influence at all levels.
- Ability to manage multiple priorities and deal effectively with complex and sensitive issues.
- Demonstrable creativity and innovation in the delivery of communications through a variety of channels.
- Attention to detail and high standards for the quality and accuracy of the work you produce.
- Ability to understand and present complex information
- Well-developed IT skills, including the ability to use standard Microsoft Office applications.
- Knowledge of, or a willingness to learn about, violence prevention and the public health approach.
- Administration skills – be able to work with a 'self-administrative' ethos.
- Experience of working within a team in addition to being able to work independently where necessary
- A positive 'can do' attitude and work at pace.
- A passion for our communities across Humberside.

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#### You may have:

- A degree level qualification in a relevant discipline, such as marketing or journalism, or be willing to work towards one.
- Graphic design, photo editing and/or video editing skills.
- Experience of a policing, community safety or public health environment.
- Experience of working in or with public sector or third sector organisations.
- Experience of working in a partnership or complex stakeholder environment.
- Experience of project management.

Our Organisation – Our People

