

JOB DESCRIPTION – Communication and Engagement Officer- Violence Reduction Unit (VRU)

Location: Victory House, Balliol Business Park or any accommodation as directed by the PCC

Accountability: Accountable to Director of Northumbria VRU.

Car User Status: Casual

Salary: Grade H. £33,222- £36,369

Contract: Permanent

Hours of Work: Mon – Fri office hours (flexibility required for some evening work as and when required and some travel may require over-night trips).

Purpose:

Develop and deliver multi-channel engagement campaigns, engage with a diverse range of communities and partners across the Northumbria Force area, to actively promote and enhance the ability of the VRU and partners to deliver a Public Health approach to reducing serious violence.

Role summary

The Office of the Police and Crime Commissioner is one of eighteen areas that have secured funding from the Home Office to develop a Violence Reduction Unit (VRU) and commission services to deliver a response strategy including capacity building, tactical changes and interventions.

VRUs are a multi-agency approach designed to bring together police, local government, health agencies, education representatives and other community representatives to tackle violent crime, and importantly, its underlying causes.

With support from the VRU team the Communication and Engagement Officer will undertake and coordinate communication and engagement activity to support the delivery of strategic aims and objectives of the VRU Board promoting activity in the 4 key focus areas;

- Youth Diversion;
- Reduce Offending;
- Working with Families;
- Connecting Communities.

Key roles and responsibilities of this post:

- Develop and deliver a communication and engagement strategy that supports the VRU public health approach and delivers the aims and objectives of the Northumbria VRU;
- Provide comprehensive proactive and reactive media and communications support for the VRU including; writing and circulating press releases to appropriate media to maximise publicity opportunities; call handling; arranging and facilitating briefings; arranging and advising on engagement and marketing opportunities;
- Plan, deliver and monitor relevant and measurable campaigns which support the VRU strategic direction including working alongside wider Communication and Engagement functions with partners;
- Advise VRU on the most effective way to engage with communities, in particular those who are traditionally hard to reach, and support them in their engagement activity;
- Develop an understanding of how our communities use different forms of communication to engage with the VRU and apply this knowledge when devising campaigns;

- Engage with communities indirectly through channels such as surveys and partner agencies, to establish community needs, expectations and feedback;
- Drive serious violence prevention and education messaging through a range of different forums.
- Ensure digital communications, the web and social media are an integral part of media and communications service delivery to exploit opportunities as they arise.
- Devise, deliver and monitor internal and external communications activity identifying target audiences, key messages and the best communications tactics for reaching them to ensure the project messages are communicated effectively.

The post-holder may be required to undertake such other responsibilities as are reasonably commensurate with the grade of the post.

Required knowledge, skills and abilities

Essential criteria:

- Significant experience of working in similar communications and engagement roles;
- Have experience of preparing written briefings and media releases for a range of audiences;
- Must hold a degree in an associated field or have substantial relevant experience;
- Must have the ability to manage multiple tasks and have proven experience of delivering within timescales;
- Must have excellent communication/interpersonal and collaboration skills and an ability to communicate, build relationships with stakeholders, partners and communities;
- Must have experience of working in a pressured environment to tight timelines;
- Should have a thorough understanding and practical knowledge of varying forms of media and their effectiveness
- Strong IT skills and experience of coordinating social media and supporting the development of web-based content
- The post-holder may be required to undertake such other responsibilities as are reasonably commensurate with the grade of the post.
- This is a politically restricted post.

Desirable criteria:

- Experience of working successfully in a partnership environment
- Ability and confidence to advise senior figures both within and outside the organisation
- Self-motivated, able to pick up complex proposals
- At least four years relevant experience in a related field