

Job Description

Post Title:	Media and Communications Officer		
Directorate:	People and Organisational Development		
Department:	Corporate Communications		
Location:	HQ, 12 Geoff Monk Way, Birstall, Leicester LE43BU		
Grade:	E	Date:	June 2024

Responsible To:	Senior Communications Officer
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Liaison With:	All employees and managers. Other Fire and Rescue Services and emergency services, other public sector organisations, other agencies. Press and media and members of the public.
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Purpose of Job:

To work alongside other team members and to support managers to deliver high value, effective communications using all available communications channels and to achieve corporate strategic aims.

Main Activities, Duties and Responsibilities:

1. To produce and publish approved corporate communications both internal and external ensuring a multi-channel approach and that all communications are consistent across these mediums.
2. To prioritise and respond to all internal and external communication enquiries in such a way as to safeguard the brand and reputation of Leicestershire Fire and Rescue Service.
3. To actively seek newsworthy items to promote the people and work undertaken across Leicestershire Fire and Rescue Service.
4. To facilitate media interview requests, remotely or from the incident ground, ensuring relevant spokespeople are fully briefed and prepared to speak on behalf of Leicestershire Fire and Rescue Service.
5. To represent Corporate Communications on multi agency collaborative/partnership projects.
6. To represent Leicestershire Fire and Rescue Service at internal and external events and meetings as required.
7. To establish and maintain relationships with local media outlets and communications teams from other agencies/organisations.
8. To assist with the delivery of the Corporate Communications department plan.
9. To identify communications opportunities and contribute to digital outputs to publicise the work of Leicestershire Fire and Rescue Service.
10. To be responsible for publishing approved and accurate website information and maintain Leicestershire Fire and Rescue Service's external website in accordance with corporate protocol.
11. To assist with the on-going management and development of Leicestershire Fire and Rescue Service's presence on social media, including planning content and evaluation of reach and audience.
12. To create content for internal and external communications channels, which may include filming and editing videos, taking photographs and writing copy for newsletters/emails.
13. To provide analytical data from digital communications channels for performance monitoring.
14. To assist with press conferences, launches and event management as required.
15. To proactively seek new technologies and opportunities to develop new internal and external channels for use in communications.
16. To provide training to relevant employees, both individuals and groups for website content administration and use of social media channels.
17. To ensure 'best value' spend for any required organisational social media activity.
18. To provide advice and training on communications planning, audiences, channels and key messages to ensure the most effective approaches are adopted.
19. To undertake any necessary administration associated with the post.

Other

20. To carry out all tasks associated with this post in accordance with Leicestershire Fire and Rescue Service's Equality and Diversity Policies.
21. To maintain compliance with Leicestershire Fire and Rescue Service's Health and Safety Policies.
22. To carry out such duties as may from time to time, be agreed and directed by the CFRO which are commensurate with the grading of this post.

Special Features

To promote, uphold and act in accordance with the Service values:

- ✓ Professional – competent, reliable, respectful
- ✓ Positive – constructive, confident, enthusiastic
- ✓ Honest – truthful, trustworthy, fair

This job description represents a statement of the duties of the post but does not include all minor duties. It is inevitable that over time the nature of an individual job will change and existing duties may be lost or others gained without changing the general character of the duties or the level of responsibility entailed. As a result, the Authority will expect this job description to be subject to revision.

Signature of Post holder _____ **Date** _____

Additional Information for Job Evaluation

Budget Directly Responsible For:	None
Budget Indirectly Responsible For:	None
Number of employees Responsible For:	None
Qualifications and Experience Required:	Level 4 (or higher) qualification in Communications or a related discipline/experience (Desirable)