



## JOB DESCRIPTION

### VRN Communications and Campaigns Officer

(Violence Reduction Network, Office of the Police and Crime Commissioner)

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<b>Post Number:</b>	PC042
<b>Grade:</b>	SO1 – Salary £29,793 - £31,725 <b>pending a 2.1% pay award</b>
<b>Weekly Hours:</b>	37 hours per week
<b>Department:</b>	Violence Reduction Network, Office of the Police and Crime Commissioner
<b>Status:</b>	Fixed Term Contract (31 March 2025)
<b>Responsible To:</b>	VRN Programme Manager/VRN Director
<b>Responsible for:</b>	N/A
<b>Location Work base:</b>	Force Headquarters, Leicestershire
<b>Job Role /Purpose:</b>	To ensure a consistent and co-ordinated approach to communications in relation to the work of the VRN team and the wider VRN partnership. This will include the development and delivery of communications activities across a range of channels to increase awareness and involvement by partners and communities in our efforts to prevent and reduce serious violence. The postholder will also play a role in VRN campaigns, working closely with the campaigns lead. Activity will be across multiple levels including communities, local operational and strategic partners and regional and national stakeholders.
<b>Contacts:</b>	Chief Officers, Police officers, police staff and volunteers of Leicestershire Police and other neighbouring and regional forces; Violence Reduction Network; OPCC; emergency services; local, regional and national media outlets and specialist publications; local authorities, Community Safety Partnerships and other statutory and voluntary partners in Leicestershire and regionally; other Criminal Justice System partners including CPS and Probation Service; external suppliers and agencies; other Violence Reduction Units; Home Office
<b>Health and Safety:</b>	To comply with the health and safety policy and its associated procedures and co-operate with your manager and the force to protect your health and safety and that of other people. To comply with the relevant risk assessments for your job role and report accidents, incidents and near misses.
<b>Equality and Diversity:</b>	Actively advance diversity /equality, work towards eliminating discrimination, harassment and victimisation and foster good relations between all groups of people

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## **PERSON SPECIFICATION**

### **KNOWLEDGE, SKILLS & ABILITIES**

#### **ESSENTIAL CRITERIA**

*A clear definition of the necessary criteria.*

##### **Essential knowledge:**

- Educated to degree level (or equivalent).

##### **Work Experience:**

- Significant experience of working within a professional communications role within a specialist team or department.
- Ability to translate business objectives into communications objectives and develop integrated communication plans to achieve operational and strategic goals.
- Experience in designing, delivering and evaluating effective communication strategies that have integrated media, marketing, digital, design, research and internal communications activities and have delivered on objectives.

##### **Personal / Interpersonal Skills, Aptitudes:**

- Strong oral and written communication skills and an ability to write in a clear, succinct and engaging manner, adapting for audience and channel.
- Works effectively with others; establishing and maintaining good working relationships.
- Ability to present ideas and effectively persuade and influence at all levels within a complex and diverse network of internal and external stakeholders.
- Ability to make decisions under pressure, manage multiple priorities and deal effectively with complex and sensitive issues.
- Demonstrable creativity and innovation in the delivery of internal and external communications through a variety of channels.

##### **Special Skills:**

- Evidence of relevant ongoing professional development.
- Computer literate with a sound knowledge of various packages including Microsoft Office and Windows, PowerPoint, Excel and design software and an ability to maintain websites and social media platforms.
- To hold a current driving licence. \*

*\*(Reasonable adjustments will be considered under the Equality Act 2010).*

#### **DESIRABLE CRITERIA**

*Where available, elements that contribute to improved / immediate performance in the job.*

##### **Knowledge:**

- Basic knowledge of the work of Violence Reduction Units and the public health approach to preventing serious violence.

**POLICE – STAFF**

**Work Experience:**

- Understanding or experience of communications activity within the criminal justice or wider public sector.
- Experience of involving audiences, including communities and/or young people, in communication plans and activity.

**CORE RESPONSIBILITIES/ ACCOUNTABILITIES**

Act as a communications lead for the VRN, developing and delivering a communications strategy and plan which promotes VRN's core function, approach and the Network's activity to prevent violence.

Lead and/or contribute to the implementation of relevant priorities within the VRN's response strategy including ensuring that flagship projects have a supporting communication plan.

Ensure the consistent application of the VRN brand, core principles and key messages through all internal and external communication activity.

Co-ordinate the design, content and release of relevant internal and external communications relating to the VRN which may include editorials, columns, articles, press releases, the website, key publications including newsletters, other written, audio and visual material.

Source proactive 'good news' stories from across the VRN which helps to improve the Network's work and its impact.

Manage and maintain the VRN and Live Safe website on a day-to-day basis and establish and maintain a range of social media channels to further promote the VRN's work and key messaging.

Involve communities and young people in the design and delivery of communication activity maximising accessibility and reach of all communication activity.

Help to co-ordinate VRN-related media enquiries and media opportunities liaising with the OPCC, VRN partners and the Home Office as necessary.

Lead and/or support events aimed at increasing awareness and involvement in the work of the VRN including network events and conferences.

Lead the production and promotion of the VRN's annual report.

Provide narratives and data for incorporation into performance reports, annual reports and Home Office returns.

Work with the VRN's Lead for Evidence and Evaluation to ensure evaluation is embedded into VRN communication/campaigns activity to assess impact and support continuous learning and improvement.

Commission and work with external agencies or contractors in delivering joint communications

activity.

**Communication:**

Build effective working relationships with the VRN core membership (including their comms departments) to ensure VRN communication activity reflects the partnership’s work and partner-owned channels are utilised.

Establish a productive and collaborative relationship with the VRN’s campaign lead and both the OPCC and Leicestershire Police’s Communications Teams ensuring activity is well coordinated where necessary.

Attend and liaise with the national VRU Communications Group and participate in national initiatives.

Attend internal and external meetings as relevant to role.

**Administration:**

Ability to manage and priorities daily, weekly, and monthly tasks to deliver effective communications with the minimum of supervision to meet deadlines.

Be prepared to work outside normal office hours and at weekends when necessary.

**General:**

Undertake such other duties commensurate with the post as may be required for the safe and effective performance of the job.

This role description should develop along with the changing demands of the VRN

**Personal Values / Competencies**

The competency and values framework sets out nationally recognised behaviours.

The framework has 6 Competencies – each competency can be split into 3 levels to fit around policing and non-policing roles see here : [Competency and Values framework](#)

- We analyse critically
- We are innovative and open-minded
- We are emotionally aware
- We take ownership
- We are collaborative
- We deliver, support and inspire

All competencies are underpinned by 4 Values that should underpin everything that we do:

- Integrity
- Impartiality
- Transparency
- Public Service

**OTHER**

**Security Check Levels refer to vetting for the specific levels that relate to this job role:**

Recruitment Vetting (RV)

Due to vetting requirements, all candidates must have three years continuous UK residency, at the point of application.

**Car User:** Yes - Casual Allowance

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