



## ROLE SPECIFICATION: Media Officer

### PART A - JOB DESCRIPTION

<b>Job title / position</b>	Media Officer	<b>Reports to</b>	Media Manager
<b>Salary</b>	£30-35k (with London weighting if applicable)	<b>Work Location</b>	The APCC office is in Westminster, London. We are able to support flexible working
<b>Nature of contract</b>	Fixed term contract until 31 March 2024	<b>Line management</b>	None
<b>Overall function (Job Summary)</b>	The successful candidate will support the APCC's engagement with the national media, developing relationships between the organisation, PCCs and journalists. You will work alongside communications teams within the offices of PCCs, PFCCs and Deputy Mayors to develop local content for a national audience. You will produce high quality communications material for and proactively engage with national crime and justice correspondents, offering content and interview opportunities so they can increase coverage of PCCs and their work.		

## Key areas of responsibility

The responsibilities will involve the following:

1. **To develop relationships between the APCC, PCCs and the national media.** Alongside the media manager, brief key national media contacts to ensure they fully understand PCCs' roles and responsibilities as well as the differences PCCs have made in their communities to date.
2. **Support the delivery of a media engagement strategy.** Support the delivery of the proactive media engagement strategy to ensure key messages are heard at a national level, ensuring that PCCs have a strong and proactive voice in policing and criminal justice.
3. **To work alongside communications teams within the offices of PCCs, PFCCs and Deputy Mayors to develop local content for a national audience.** Engage with the OPCC communicators network and PCCs to ensure that locally produced notable practice content is widely shared and put on the radar of national journalists.
4. **To proactively engage with national crime and justice correspondents.** Offering content and interview opportunities so they can increase coverage of PCCs and their work.
5. **To proactively engage with relevant government departmental leads** to maximise opportunities relating to criminal justice policies.
6. **Part of the APCC communications team.** Delivering a range of internal and external communications and media products and services, working as part of the Communications and Public Affairs team.
7. **Deliver a range of high quality, high impact communications products, campaigns and services.** Support the production and delivery of high-quality communications material, campaigns and messaging for a variety of audiences across multiple channels, measuring performance to ensure impact.
8. **Work highly effectively with stakeholders.** Develop effective and strong relationships with key influencers in the policing and criminal justice landscape, Offices of Police and Crime Commissioners and the national media.

## PART B – PERSON SPECIFICATION

### Essential

- Educated to degree level or equivalent
- Experienced in the use of Microsoft Office
- Recent experience of working with national media
- Experience of delivering strong content and compelling stories to national media outlets
- Experience of working in an environment requiring political astuteness and awareness

- Experience of building relationships and working cross-organisationally and with external partners
- Ability to work proactively and flexibly – as part of APCC/OPCC communications network team and work independently
- Ability to evidence impact of work
- Experience of delivering strong and effective communications content across multiple media channels, particularly social media
- Experience of analysing and communicating complex policy and political issues through the media.
- Excellent oral, written and presentational skills, including the ability to write articles and high-quality copy for a range of audiences in a time pressured environment.
- Excellent understanding of how to develop and influence stories and manage the news agenda.
- Understands the sensitivities of working in an impartial political environment and puts in place strategies and approaches in line with this.

### **Desirable**

- Knowledge and understanding of policing and criminal justice, the social context in which police forces operate and emerging social and political issues that will impact on the work of policing governance bodies and the forces they hold to account.
- Understanding of PCCs' role, functions and priorities as well as the policing, criminal justice and fire landscapes.
- Experience of working in a fast-moving political and policy environment.

### **Further Details**

The successful candidate will be expected to demonstrate eligibility to work in the UK as well as be security vetted.

The post is politically restricted. This means that the postholder is not permitted to participate in certain political activities – for example, to stand as a political candidate for office, be an officer of a political party or canvas on behalf of a political party or candidate.

### **How to apply**

Please submit a cover letter explaining why you are suitable for the role (2 pages maximum) and CV by email to [tsahota@ifteam.co.uk](mailto:tsahota@ifteam.co.uk) quoting reference MO 2023

Applications close at 5pm on 22 October 2023.

Interviews are expected to be held in the week commencing 6 November 2023 and will be conducted 'virtually' using a suitable online platform.



## JOB APPLICANT PRIVACY NOTICE

As part of any recruitment process, the Company collects and processes personal data relating to job applicants. The Company is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

### **What information does the Company collect?**

The Company collects a range of information about you which *may* include:

- Your name, address and contact details, including email address and telephone number.
- Details of your qualifications, skills, experience and employment history.
- Information about your current level of remuneration, including benefit entitlements.
- Whether or not you have a disability for which the Company needs to make reasonable adjustments during the recruitment process.
- Information about your entitlement to work in the UK.

The Company collects this information from a variety of sources such as data that might be contained in application forms, CVs or resumes, obtained from your driving licence, passport or other identity documents, or collected through interviews or other forms of assessment.

The Company may also collect personal data about you from third parties, such as references supplied by personal referees and former employers, information from security check providers and information from criminal records checks.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems including email.

### **Why does the Company process personal data?**

The Company needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In all cases, the Company needs to process data to ensure that it is complying with its legal obligations; for example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

In some cases, the Company needs to process data to ensure that you have the certain qualifications that you have; for example, it is required to check that you have a valid driving licence that enables you to drive a Company vehicle or to use your vehicle on Company business.

The Company has a legitimate interest in processing personal data during the recruitment process and for keeping records on the process. Processing data from job applicants allows the Company to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Company may also need to process data from job applicants to respond to and defend against legal claims.

Where the Company relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Company processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, the Company will keep your personal data on file in case there are future employment opportunities for which you may be suited. The Company will ask for your consent before it keeps your data for this purpose and you are free to withdraw your consent at any time.

### **Who has access to data?**

Your information will be shared internally for the purposes of the recruitment exercise. This includes interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is necessary for the performance of their roles.

The Company will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Company will then share your data with our Human Resource Service Providers, and former employers to obtain references for you, security vetting agencies and the Disclosure and Barring Service to obtain necessary criminal records checks.

The Company will not transfer your data outside the European Economic Area.

## **How does the Company protect data?**

The Company takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties.

## **For how long does the Company keep data?**

If your application for employment is unsuccessful, the Company will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow the Company to keep your personal data on file, the Company will hold your data on file for a further 6 months for consideration for future employment opportunities. At the end of that period or once you withdraw your consent], your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

## **Your rights**

As a data subject, you have a number of rights. You can:

- Access and obtain a copy of your data on request.
- Require the Company to change incorrect or incomplete data.
- Require the Company to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing.
- Object to the processing of your data where the Company is relying on its legitimate interests as the legal ground for processing.
- Ask the Company to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Company's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact [carolyn.graham@apccs.police.uk](mailto:carolyn.graham@apccs.police.uk) 0207 222 4296. If you believe that the Company has not complied with your data protection rights, you can complain to the Information Commissioner.

## **What if you do not provide personal data?**

You are under no statutory or contractual obligation to provide data to the Company during the recruitment process. However, if you do not provide the information, the Company may not be able to process your application properly or at all.