



Job Description

PRESS & PUBLIC RELATIONS OFFICER

Department:	Media & Communications
Grade:	SO 1
Responsible to:	Media & Communications Manager
Responsible for:	N/A

Main purpose of the job

To provide and manage a corporate, pro-active press and public relations function for the Service, to act as the main focus for the Service's media relations, and to promote the reputation of the Service, securing awareness in the wider community of its policies and services.

Key Duties and Responsibilities

- To assist and encourage the identification of suitable stories for press coverage and produce or assist in the production of media material;
- To develop strong networking links to generate and promote good news stories;
- To brief/advise officers prior to press or broadcast interviews and act as corporate spokesperson as required;
- In consultation with the Principal Officers, to draft and edit press releases and promotional material;
- To promote and publicise the activities of the Service;
- To act as the principal point of contact for all press and media enquiries. Research, prepare and publish authoritative news releases and media briefings for the local, regional, national and specialist press. To respond to media enquiries and co-ordinate responses.
- To act as a point of contact for the media 'out of hours';
- To attend 'on scene' as appropriate and act as corporate spokesperson as required;
- To be pro-active in media relations and to provide and co-ordinate an effective response to media enquiries. To develop and strengthen the Service's working relationships with the media to keep the press and public informed of Service affairs and activities.

- To provide advice and assistance when needed in relation to press conferences/launches/open days and other corporate events and functions;
- To liaise with outside suppliers and agencies (print/design/PR) as required;
- To research and write features and articles on behalf of the Chief Fire Officer and other Senior Officers for the specialist press and media;
- To attend all major Service exercises as required by the organising Officers;
- To become involved in the delivery of in-house press and public relations training sessions;
- Provide corporate media response analysis;
- Publicise appointments and promotions within the Service through the press and media;
- To undertake such other duties and responsibilities appropriate to the post and grade as may be assigned.

The job description sets out the main duties of the post at the time it was drawn up. Such duties will vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.



Person Specification

PRESS & PR OFFICER

Qualifications and Training

The applicant **MUST** have:

- an appropriate professional qualification from within this specialist sector or proven experience of undertaking similar duties at an equivalent level;

Experience

The applicant **MUST** be able to demonstrate experience of:

- advising on media issues at senior management level;
- developing a public relations strategy;
- project managing publicity campaigns;
- organising, co-ordinating and running media events;
- working to and achieving tight deadlines;

Skills and Abilities

The applicant **MUST** be able to demonstrate:

- excellent communication skills, both oral and written, and the ability to communicate effectively via a range of mediums and at all levels;
- good inter-personal skills, including diplomacy;
- negotiation and influencing skills;
- the ability to think creatively;
- political sensitivity;

Other Factors

The applicant ***MUST***:

- show an understanding of the work of the Service and the implications in terms of public relations;
- demonstrate an ability to occasionally undertake duties outside normal office hours due to the nature of the work;
- show a commitment to equality of opportunity;
- hold a current, valid driving licence.