

SOUTH WALES FIRE AND RESCUE SERVICE
JOB DESCRIPTION

Department	Service Performance and Communications
Post	Lead Communications, Attraction and Engagement Officer
Post No	502946
Grade	11
Location	Fire and Rescue Service Headquarters, Llantrisant
Responsible to	Media Relations and Communications Manager
Responsible for	2 x Communications, Attraction and Engagement Officers
Responsibility for Physical Resources	N/A
Responsibility for Financial Resources	N/A

This Job Description refers to the main purpose and responsibilities of the post. It does not necessarily list in detail all of the tasks required to carry out these responsibilities. This job description will be reviewed as and when necessary to ensure that it meets the Service's business requirements.

MAIN PURPOSE OF THE POST

To implement and develop all media and public relations activity, both internally and externally, on behalf of the Service. The role will also include leading corporate communications around our targeted risk reduction and attraction activities, as well as coordinating and attending corporate focused engagement opportunities within the communities of South Wales to share key safety messages and support identified departments also attending. The post holder will be expected to work dynamically and working some evening/weekend hours will be required in order to effectively deliver the duties and responsibilities outlined within this job description.

DUTIES AND RESPONSIBILITIES

1. Implementation of the Communications Strategy for the Service as part of the identified campaigns and workload assigned by the Media Relations & Communications Manager.
2. Managing and coordinating the delivery of our Engagement and Attraction Strategy.

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3. To monitor local and national news coverage and identify issues relating to the fire and rescue services and advise Media & Communications Manager of pertinent issues to enable appropriate action to be taken (if required).
4. To coordinate and facilitate media interviews and liaise with relevant personnel accordingly in relation to campaigns, major incidents or related engagement events.
5. Acting as press officer for media or campaign filming opportunities, as part of the agreed department processes, to ensure consistency and that the Service is being represented in an appropriate manner throughout.
6. To write and issue press releases and features, to inform the media and public about the role, safety messages and activities of South Wales Fire and Rescue Service (SWFRS).
7. To attend and participate in major and minor incidents, as well as attending exercises as required and co-ordinate media activity
8. Handling daily press office / media enquiries relating to incidents attended by SWFRS. Creating proactive media relation opportunities with local and sector specific outlets.
9. To effectively line manage the Communications, Attraction and Engagement Officers, undertaking all management duties, which include:-
 - a. Conducting Performance Development Reviews
 - b. Managing performance and identifying any training needs
 - c. Managing activities to resolve operational and day to day issues
 - d. Acting as a mentor and first point of contact
10. Working with the Media & Communications Assistant to develop and maintain the media and communications online calendar and relevant supporting documents (campaigns, events, and filming requests) to ensure effective and appropriate procedures are in place.
11. To support the Media Relations & Communications Manager in the planning and implementation of regional and pan-Wales media campaigns, photo calls, media launches and other events to promote and publicise particular safety messages and initiatives to assist the Service to meet its performance objectives
12. Providing analysis and evaluation support to the Media Relations & Communications Manager following the conclusion of a campaign to develop an effective evaluation report.
13. Coordination and attendance at key events in the South Wales area as a corporate engagement opportunity, as well as on behalf of identified departments to share key messages and/or promote safety initiatives

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14. Developing and collating content for the monthly internal newsletter.
15. Monitoring press coverage and distributing to internal contacts via the established 'News in Brief' platform.
16. Key internal contact for internal communications e.g. newsletter / Yammer to communicate good news, updates and Service developments.
17. To observe and promote practices in line with the Health and Safety policies of the South Wales Fire and Rescue Service.
18. Any other duties commensurate with the post and grade.

STANDARD SERVICE REQUIREMENTS

1. To attend in-house and external training courses as required.
2. To undertake in addition to the above duties and responsibilities such additional duties as may result from time to time from changing circumstances but which will not change the general character or level of responsibility accorded to the post.
3. To utilise information technology as fully as possible within the constraints of the job, which shall include co-operating fully with any scheme or pilot scheme using the same, that shall be introduced within the department or across the Service.
4. To implement the principles of the Service's Equal Opportunities and Diversity Policies and Welsh Language Schemes whilst carrying out the above duties.
5. To ensure awareness and compliance with any directorate, department or team plans that may be implemented from time to time and ensure awareness and compliance with any systems or procedures implemented within the department.
6. To adhere to Health & Safety Legislation/Relevant Service Policies and Procedures and to take reasonable care for the health and safety of yourself and other persons who may be adversely affected by your acts/omissions.

ORGANISATIONAL VALUES

In performing the above role, all employees of the Service are required to observe and promote the Service's Core Values to be, at all times:

- Professional
- Caring
- Respectful
- Dedicated

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- Trustworthy
- Dynamic
- Disciplined
- Resilient.

