

SOUTH WALES FIRE AND RESCUE SERVICE
JOB DESCRIPTION

Department	Service Performance and Communications
Post	Communications, Attraction and Engagement Officer
Post No	503104
Grade	7
Location	Fire and Rescue Service Headquarters, Llantrisant
Responsible to	Lead Communications, Attraction and Engagement Officer

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 support the Lead Communications, Attraction and Engagement Officer in implementing and developing all media and public relations activity, both internally and externally, on behalf of the Service. The role will also include engaging with stakeholders to deliver campaigns that relate to strategic objectives (including promoting messages relating to recruitment and attraction, community safety and business engagement). 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. To plan and attend events in the South Wales area in order to attract talent to the Service and the range of opportunities on offer. To ensure that sufficient resources are available to support attraction and engagement activities, and to maintain records of activities and report on outcomes.
2. To create content for delivery at engagement events, in order to effectively engage with a wide variety of audiences.
3. Coordinating and attending key public events in the South Wales area which can serve as corporate engagement opportunities, as well as on behalf of identified departments, to share key messages and/or promote safety initiatives.
4. To assist in the coordination of a small team of Sessional Workers to support key events and engagement activities. This includes supporting the

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recruitment and training of this group, ensuring sufficient team members are available to attend activities as well as recording the hours worked.

5. To support the Lead Communications, Attraction & Engagement Officer in the delivery of our Communications and Engagement strategy.
6. To provide advice on attraction and engagement strategies to all departments within the organisation (e.g., attraction strategies to support the recruitment of On Call Firefighters).
7. To establish and maintain effective community contacts and partnerships to facilitate effective engagement and support the Service's objectives.
8. To draft newsletter articles and any other content – internally and externally – that are required to promote engagement campaigns, good news stories, projects or initiatives and related community activity.
9. To draft and issue press releases to inform the media and public about the role of the Service, safety messages and engagement activities of South Wales Fire and Rescue Service (SWFRS).
10. To handle press office / media enquiries relating to incidents attended by SWFRS. To support the Lead Communications, Attraction & Engagement Officer in developing proactive media relations with local and sector specific outlets.
11. To support media, engagement, 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.
12. To coordinate media interviews and liaise with relevant personnel accordingly.
13. 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.
14. To serve as a key internal contact for internal communications e.g., newsletter to communicate good news, updates and Service developments.
15. To support press coverage and distribute to internal contacts.
16. To provide digital communications support and produce content appropriate to the Service's identified platforms e.g., social media.
17. General and team:
 - 17.1. Providing press office cover when required and monitoring the Vision BOSS system to provide information to the media as well as to develop proactive digital content in relation to incidents

- 17.2. Liaising with the Statistics and Risk team to discuss potential figures that could lead into proactive digital content.
18. To ensure that teams and departments have sufficient resources to support attraction and engagement activities (e.g., Posters/Pop Up stands).
19. 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
- Trustworthy
- Dynamic
- Disciplined
- Resilient.

