

## ROLE PROFILE



**Lancashire**  
**Constabulary**  
police and communities together

<b>Post Title:</b>	Content Production Assistant	
<b>Grade:</b>	LC5	<b>JE: 1899</b>
<b>Location:</b>	Media and Engagement, HQ	
<b>Responsible to:</b>	Creative Content Producer	

### Job Purpose:

To work with and to assist the Creative Content Producer in developing video, photography and interactive content for all the Constabulary's digital and traditional media channels, including its external and internal websites and social media channels.

To support internal and external campaigns through the development of engaging and relevant material.  
To support the press office function in the development of video content for appeals and public relations campaigns.

### Key Responsibilities:

**This is not a comprehensive list of all the tasks which may be required of the post holder. It is illustrative of the general nature and level of responsibility of the work to be undertaken.**

- To support the Creative Content Producer in the development of engaging content that meets the requirements of the Constabulary.
- To work as part of the media and engagement team to meet departmental objectives.
- To assist with the creation of new and engaging content in the form of video, photography, audio, animations and other digital formats for all internal and external digital channels.
- To deliver high quality and relevant content using industry leading post production packages, such as Adobe Creative Suite.
- To work with officers and police staff across Lancashire to capture policing as it happens using film, audio and photography.
- To work as part of the Creative Team to ensure all content integrates into campaign delivery and meets specific requirements.
- To assist the Creative Content Producer in the studio, including using equipment and supporting others using the facility.
- To contribute to the development of new ideas for marketing and public relations campaigns, to help improve content.
- To assist with content skills training for Constabulary officers and staff.
- Possession of excellent communication skills with the ability to communicate at all levels throughout the organisation from team members and stakeholders right through to Chief Officers.

- The ability to prioritise and organise a varied workload whilst still being innovative and focused on delivering results.
- To carry out any other duties which are consistent with the nature, responsibilities and grading of the post

### Behaviours :

The Competency and Values Framework (CVF) has six competencies that are clustered into three groups. These competencies will be incorporated into the interview stage of the selection process.

For more details on these competencies please follow the link provided.

<https://profdev.college.police.uk/competency-values/>

This role is required to operate at or be working towards the levels indicated below:

#### **Resolute, compassionate and committed**

Behaviour	Level	To be Identified by
We are emotionally aware	1	Interview
We take ownership	1	Interview

#### **Inclusive, enabling and visionary leadership**

We are collaborative	1	Interview
We deliver, support and inspire	1	Interview

#### **Intelligent, creative and informed policing**

We analyse critically	1	Interview
We are innovative and open minded	1	Interview

Please note the link will provide information about all competency levels however you should refer to the level indicated above.

The levels are progressive so for example if level 2 is applicable all the areas in Level 1 & 2 in that competency area would apply to the role.

### Values :

All roles are expected to know understand and act within the ethics and values of the Police Service. These will be assessed within the application/assessment or interview stage of the recruitment/selection process.

<b>Integrity</b>	<b>Impartiality</b>
<b>Public Service</b>	<b>Transparency</b>

<b>Qualification</b>		
<b>Essential</b>	<b>Desirable</b>	<b>To be identified by</b>
A relevant qualification equivalent to NVQ Level 3 or demonstrable experience in video production and photography/creative design.		Application Form
<b>Knowledge / Experience</b>		
Experience of creative photography and demonstrating innovative techniques to engage audiences.		Interview
Experience of using post production software in video and photo creation, such as Adobe Creative Suite		Application Form / Interview
Demonstrable experience of photography and/ or video production for online channels.		Application Form / Interview
Experience of working in a team for photography and video creation.	Experience of utilising and publishing content through social media in a professional capacity.	Application Form / Interview
Experience of a variety of production roles, such as camera operator, sound and/ or lighting assistant	A broad understanding and workable knowledge of digital channels and audiences.	Application Form / Interview
Experience of using production equipment, including cameras, lighting and sound.		Interview
Experience of working with graphics packages and uploading images and video to digital media channels.		Interview
Excellent organisational skills including organisation of content workflow, and maintaining a production schedule		Application Form / Interview
The ability to work flexibly, to strict deadlines and to be capable of working in a pressured and dynamic environment.		Interview
Excellent verbal and written communication skills with keen attention to detail.		Interview
Experience of working on own initiative.		Interview
<b>Other</b>		
An acceptable level of sickness absence in accordance with the Constabulary's Attendance Policy.		Attendance to be checked post interview by Recruitment for internal staff, via references for external applicants
To be physically fit and able to carry and manoeuvre heavy production equipment.		Interview
Full driving licence or working towards full licence. Ability to travel on Constabulary business.		Application Form / Interview

Please note that the use of the terms "Assessment & Interview" is based upon candidates being successfully short-listed. In addition, the Division reserves the right to select the most suitable candidate based upon any combination of assessments that is deemed appropriate.

**Date last updated: 12 August 20**