

ROLE PROFILE



Lancashire
Constabulary

police and communities together

Post Title:	Campaign Officer	
Grade:	LC7	JE: 1781
Location:	Media and Engagement, HQ	
Responsible to:	Communication and Campaign Manager	

Job Purpose:

Working with internal stakeholders to research, develop, implement and evaluate creative campaigns for internal and external audiences according to force priorities and as directed by the Communication and Campaign Manager.

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 research and develop measurable campaigns which support the Constabulary's purpose and objective and which maximise opportunities to develop engagement and transparency with employees and with the communities of Lancashire.
- To utilise a full range of media including print, photography and video as well as online engagement to target campaign messages, communicate with key audiences and achieve maximum impact and response.
- To be guardians for the Constabulary's brand by ensuring all campaigns meet the agreed guidelines.
- To meet with internal clients and create working campaign briefs and plans which are deliverable and measurable.
- To work collaboratively with other members of the team to create and deliver content including digital, graphics, video, and audio as required.
- To establish and maintain productive working relationships with internal customers, the media, partner agencies and stakeholders.
- To prepare campaigns for media launch, including writing press releases, organising and facilitating media interviews and developing packages.

- To co-ordinate the production of corporate publications, including researching, copywriting and managing the design and print of internal and external publications, as well as reports and copy for force websites and intranet.
- To take responsibility for monitoring and evaluating the effectiveness of all internal and external campaign activity, identifying and implementing improvements as required.
- To attend meetings and conferences as necessary to identify suitable information to communicate to internal and external stakeholders.
- To participate in the department's response to major or significant incidents.
- Hold a full UK driving license and have access to a vehicle for business use.
- To be prepared to work flexibly and to change priorities and workloads quickly and effectively dependent upon the requirements of the role.
- 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	2	Interview
We take ownership	2	Interview

Inclusive, enabling and visionary leadership

We are collaborative	2	Interview
We deliver, support and inspire	2	Interview

Intelligent, creative and informed policing

We analyse critically	2	Interview
We are innovative and open minded	2	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.	
Integrity	Impartiality
Public Service	Transparency

Qualification		
Essential	Desirable	To be identified by
A recognised qualification in marketing or marketing related field equivalent to NVQ Level 5.		Application Form
Knowledge / Experience		
Demonstrable experience of researching, developing and implementing campaigns in line with client requirements and ensuring value for money.	Experience of working within a corporate communications environment.	Application Form / Interview
Experience of research techniques including using surveys, focus groups and quantitative research to inform campaign delivery.		Application Form / Interview
Experience of evaluating campaigns and producing reports to demonstrate effectiveness.	Experience of managing budgets and delivering within agreed spend limits	Application Form / Interview
Experience of preparing comprehensive briefings and engaging external agencies to deliver campaigns when required.	Experience of working with advertising agencies ensuring value for money	Application Form / Interview
The ability to work closely with and advise staff at all levels.	Experience and understanding of procurement legislation	Interview
Excellent written and verbal communications skills.	Experience of working closely with internal and external partners to ensure joined up communications activity.	Interview
	Experience of developing and delivering presentations	Interview
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
Must hold a full, current driving licence and be willing to travel when necessary.		

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: March 2019