

Job description

Title: Media Officer

Reports to: Senior Media Officer

Location: Canary Wharf or Croydon

Grade: 12

Salary: £40,075 plus London Weighting £4,731 per annum

Contract: Permanent

Purpose

As a Media Officer, you will be welcomed into a dynamic and inclusive Communications and Media team dealing with a number of high profile cases which often make the headlines so the environment can be fast paced and requires a quick-thinking, problem-solving approach. The IOPC is on a journey to develop its culture, perspectives and ethos to support the organisation's core outcomes and this is your opportunity to enter into the varied world of IOPC Communications, allowing you to develop your mindset and approaches to contribute to improving the police complaints system in England and Wales.

The post holder reports to a Senior Media Officer and is responsible for providing advice on media and communications to IOPC senior managers and staff, implementing both proactive and reactive media plans. The post holder will be security cleared to at least BS level and the post is politically restricted.

You will have direct and frequent contact with operational, policy, stakeholder engagement teams and senior management, and with the media and various police force press offices. You will take part in the out-of-hours duty press officer rota.

Organisational context



We work in the context of our agreed values which inform the way we do things at the IOPC. The Media Officer will need to be committed to managing in the context of these values.



Seeking truth

We feel privileged to be the custodians of the police complaints system. We value the trust of the public and police and commit to being just and fair in uncovering the truth. We recognise that a just outcome relies on being unbiased and transparent in getting to the truth of what happened.



Being inclusive

We have an inclusive culture. We are fair and impartial in our treatment of all individuals. We work across boundaries, both internal and external, collaborating and building strong relationships.



Empowering people

We believe everyone should be a leader and play a part in shaping the direction of the organisation. We provide a supportive and challenging environment where people can thrive and reach their potential. We trust our people to do the right things. We encourage calculated risk taking and evidence-based decision making. Where genuine mistakes are made, we will support people and identify opportunities for learning and improvement. We ensure that people can make complaints without experiencing unfair treatment.



Being tenacious

Our work requires us to be bold, resilient and committed to making a difference to the public. We take our duties as public servants to heart and our dedication is reflected in our work. We meet the challenges with perseverance to attain individual and organisational goals.



Making a difference

The value of our work is not defined solely by volume, but by the impact our work has on policing and public confidence. We define quality by how well our work meets the service user needs. We will focus our efforts on areas that will make a difference to our communities.

The IOPC is committed to **promoting equality and valuing diversity** in everything we do. Our vision is to be, and to be seen as, a leader in inclusive employment and services, demonstrating this ethos in everything that we do.

- As a silver standard Stonewall employer, we continue to commit ourselves to being a LGBTQ+ employer through the work of our Pride LGBTQ+ Staff Network, creating welcoming environments for lesbian, gay, bi and queer people.
- We are pleased to share we are a signatory of the Business in the Community Race at Work Charter. The Charter is composed of five [calls to action](#) for leaders and organisations across all sectors.
- Being a Disability Confident employer, the IOPC is dedicated to removing the barrier for disabled people to thrive in the workplace.
- Our Staff Networks are constantly working to make the IOPC the leaders of inclusive employment, from our Allyship Programme to [Operation Hotton](#), to [Welsh Language Standards](#) and Know the Line Policy, we are constantly seeking new ways to create an environment for all to develop and thrive.



Main duties and responsibilities

- To provide a high quality proactive and reactive media relations service on IOPC investigations, including writing and distributing press releases, monitoring national and specialist media, taking the initiative to rebut inaccuracies and leading on relevant statements and briefings.
- To arrange interviews, press conferences and briefings, often at short notice
- To write and implement media handling plans for the publication of IOPC investigation and corporate reports.
- To liaise with Stakeholder Engagement colleagues to develop and implement communications and engagement plans for controversial or significant issues as outlined in our communications and engagement strategy.
- To provide a media relations service on investigations and corporate issues, working closely with senior managers and other colleagues to support our work, including on national policy areas such as firearms, custody, stop and search.
- To contribute to the strategic diary and forward planning for the communications team
- To be a committed member of the national media team and support colleagues working in other regions

- To liaise with colleagues across regions and nationally to ensure accurate, consistent and coordinated messages are disseminated to IOPC staff, stakeholders and to the public
- To contribute to the IOPC's social media strategy by making day to day use of social media platforms to engage new and existing audiences
- To take part in the national out-of-hours duty press office rota
- To undertake any other duties as may be assigned from time to time commensurate with the level and responsibilities of the post.

Person specification

Essential

- Considerable experience in media relations, including dealing, on a regular basis, with controversial issues and crisis management or commensurate experience as a journalist
- High level understanding of national and local media and their priorities
- Experience of working in a busy press office or news room
- Experience of being able to handle emotionally sensitive subjects within a press context
- Excellent communication, interpersonal and writing skills
- Proven ability to translate complex issues into clear, simple narratives
- Experience providing robust and appropriate advice to senior managers
- Good knowledge of current affairs

Skills and Abilities

- Ability to build strong working relationships with a variety of stakeholders
- Ability to work as part of a team
- Strong customer and audience focus
- Strong communication skills – both written and oral
- Good negotiation and influencing skills
- Positive attitude and flexibility of approach

Reasonable adjustments

The IOPC is a diverse and inclusive workplace and we want to help you demonstrate your full potential whatever type of assessment is used. We are open to providing you with the tools you need to succeed, from extra time to formatting changes, to name a mere few. If you require any reasonable adjustments to our recruitment process, please email humanresources@policeconduct.gov.uk

Working conditions

Making the IOPC a great place to work is one of our key priorities. We are pleased to offer a unique hybrid working model based on business needs, balanced with the needs of our colleagues. Our business need framework guides our decisions about when it is best to work onsite (in our offices or other appropriate locations) to complete tasks most effectively or when to work remotely, offering colleagues flexibility to work where they feel most productive and supporting work-life balance. The model also encourages staff to feel welcome at the IOPC by ensuring we have opportunities to work face-to-face as teams.

Preparation checklist

- ☐ Review the full job description
- ☐ Review the behaviours and the descriptors for each behaviour
- ☐ Review the Strengths dictionary
- ☐ Review the IOPC values
- ☐ Consider your Strengths (if applicable)
- ☐ Consider drafting example answers that cover the specific elements
- ☐ Prepare some questions to ask the interviewers