

**JOB DESCRIPTION**  (Form HRJDES Sept 2021)

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| **Job Title** | Campaigns Officer (1 year / Maternity cover) |
| **Post Number** |  |
| **Responsible To** | Senior Communications Officer |
| **Responsible For** | None |
| **Grade** | Scale 6, SCP 18-25, £24,982 - £29,577 |
| **Hrs** | 36.25hpw |
| **Location** | Lancashire Fire and Rescue Service Headquarters  Garstang Road  Fulwood  Preston  PR2 3LH |
| **Other terms and conditions** | National Joint Council for Local Government Services  A flexi time scheme is in operation  Ad Hoc Car User |
| **Special Requirements** | It is a requirement of the post that the post holder holds a current category ‘B’ (car) full driving licence and has a car available which meets the requirements of LFRS.  It is a requirement of the post that the post holder will be to attend evening and weekend meetings/events as required.  It is a requirement of the post to participate in the on-call communications rota to update LFRS’s digital channels in relation to emergency incidents and provide a 24/7 media relations service, public communications and on-site press officer function in the event of incidents that meet certain criteria. An additional allowance of £190.09 is paid per week of on-call duties. |

**Our Aim**

The intended result of all our efforts is to: make Lancashire safer.

This is what we are here to achieve. We seek to do this by delivering prevention, protection and emergency response services; using our trusted position in the community to influence the wider safety of people and working in partnership with other organisations where we have shared objectives.

**Our Priorities**

* Valuing our people so they can focus on making Lancashire safer.
* Preventing fires and other emergencies from happening.
* Protecting people and property when fires happen.
* Responding to emergencies quickly and competently.
* Delivering value for money in how we use our resources.

The way we work to achieve our priorities is as important as what we do and our Service values ‘**STRIVE’** reflects the behaviours we expect from our staff.

**Service:** Making Lancashire safer is the most important thing we do.

**Trust:** We trust the people we work with.

**Respect:** We respect each other.

**Integrity:** We do what we say we will do.

**Valued:** We actively listen to others.

**Empowered:** We contribute to decisions and improvements.

The Service values are supported by the national Core Code of Ethics for Fire and Rescue Services in England. The Core Code sets out five ethical principles, which provide a basis for promoting good behaviour and challenging inappropriate behaviour.

**Putting our communities first** – we put the interest of the public, the community and service users first.

**Integrity** – we act with integrity including being open, honest and consistent in everything we do.

**Dignity and respect** - making decisions objectively based on evidence, without discrimination or bias.

**Leadership** – we are all positive role models, always demonstrating flexibility and resilient leadership. We are all accountable for everything we do and challenge all behaviour that falls short of the highest standards.

**Equality, diversity, and inclusion (EDI)** – We continually recognise and promote the value of EDI both within the FRSs and the wider communities in which we serve. We stand against all forms of discrimination, create equal opportunities, promote equality, foster good relations, and celebrate difference.

Everyone in Lancashire Fire and Rescue Service is expected behave in accordance with the Service values and to follow the Core Code, including those working with or on behalf of FRSs.

You can read our full [Integrated Risk Management Plan](https://www.lancsfirerescue.org.uk/wp-content/uploads/2018/04/Integrated-Risk-Management-Plan.pdf)

**Job Role**

The role of the campaigns officer is to:

* Provide a comprehensive communications service to encourage confidence and engagement among LFRS’s communities, staff and stakeholders.
* Lead on the delivery of effective campaigns to improve public safety and achieve other corporate objectives.
* Assist in providing an effective media relations service, both proactively and reactively, to protect and enhance the reputation of LFRS.
* Support the implementation of the Service’s communications strategy and annual service plan.

**Responsibilities**

* Plan, implement and evaluate campaigns using the OASIS guide to campaign planning and working with colleagues across the Service.
* Obtain data, audience insight and research to inform campaigns and effect behaviour change.
* Effectively evaluate campaigns to show clear evidence of impact, value for money and how they contribute towards successful outcomes.
* Plan, implement and evaluate communications activity to support projects, events, consultations, staff engagement and issues affecting the Service

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* Copy write content for a wide range of audiences and material including media outlets, publications, marketing material, digital channels, award entries and corporate documents.
* Use a variety of communications/marketing channels to communicate effectively with target audiences.
* Provide an efficient media relations service, responding to enquiries promptly and ensuring compliance with appropriate media law and data protection.
* Write and distribute targeted media releases, pitch stories and case studies and create media opportunities to support promotional activities, projects and campaigns.
* Monitor traditional and digital media for positive coverage of the Service and to highlight potential issues or inaccuracies.
* Assist in delivering the statutory duty to warn and inform people about emergencies.
* Provide an efficient media and public communications response to emergency incidents.
* Use storytelling to connect with people emotively, highlight real people and experiences and decode complex issues.
* Provide a high level of attention to detail to ensure work is of a high standard, ensuring material is accurate and has been proofread.
* Contribute towards effective internal communications to improve staff engagement and embed the Service’s STRIVE values and behaviours.
* Maintain close working relationships with communications colleagues in partner organisations and collaborate on joint campaigns and other communications activities.
* Provide excellent customer service to internal and external users of the LFRS corporate communications team.
* Work closely with the wider corporate communications team to coordinate all requirements for campaigns and ensure they are achieved on time, on brief and within budget.
* Maintain secure and confidential access to LFRS systems and digital channels including social media accounts, website and intranet.
* Provide communications support to Lancashire Combined Fire Authority where appropriate.
* Participate in the on-call communications rota to update LFRS’s digital channels in relation to incidents of note and provide a 24/7 media relations service, public communications and on-site press officer function in the event of significant incidents.
* Demonstrate a commitment to personal development and actively participate in the appraisal process.
* To be aware of the LFRS Safeguarding procedures and to make referrals as appropriate to the role.
* Promote a positive image of the Service in dealing with all other organisations and members of the public.
* To promote the principles of equality and diversity and comply with LFRS Equality, Diversity and Inclusion Policy at all times.
* To observe all rules governing health and safety and use safety equipment where it is provided.
* To support LFRS in its commitment to prevent pollution and minimise its impact on the environment.
* The post holder may be requested to undertake the duties of higher graded staff subject to consultation. In addition, other duties at the same responsibility level may be interchanged with/added to this list at any time.

It is unacceptable for any LFRS employee to be under the influence of alcohol or illegal drugs at work. Such employees pose unnecessary risks to themselves and to their colleagues.

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| **Document Control** | |
| Final JD/ES Departmental Approved by: | Head of Corporate Communications |
| Final JD/ES HR Approved by: | HR Business Partner |
| Date | 25 October 2021 |

**EMPLOYEE SPECIFICATION**

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| **Campaigns Officer** | | | |
| **Qualifications** | **Essential** | **Desirable** | **Assess By** |
| Degree or professional qualification in communications/marketing/public relations or related discipline | X |  | A,V |
| **Experience** |  |  |  |
| Demonstrable experience in planning, implementing and evaluating communications/marketing campaigns | X |  | A,I,P |
| Experience of using a wide range of communications/marketing activity effectively to reach target audiences | X |  | A,I,P |
| **Knowledge, Skills and Abilities** |  |  |  |
| Ability to use insight, data and analytics to inform campaigns | X |  | A,I,P |
| Ability to effectively evaluate campaigns to show clear evidence of impact, value for money and how they contribute towards successful outcomes | X |  | A,I,P |
| Knowledge of advertising, digital, print and other paid-for communications channels | X |  | A,I,P |
| Excellent written and verbal communication skills including experience of creative writing, writing in plain English and writing for digital channels | X |  | ,I |
| Ability to deal with media enquiries and create positive coverage to support campaigns | X |  | A,I |
| Ability to work well under pressure, meet tight deadlines and manage multiple priorities | X |  | ,I |
| Ability to build good working relationships with a wide range of stakeholders, partners and colleagues | X |  | A,I |
| Knowledge of different communication disciplines and how they operate together | X |  | A,I |
| Excellent IT skills and ability to use social networking sites, content management systems and apps | X |  | A,I |
| Knowledge of developing briefs and working with graphic designers |  | X | A,I |
| Knowledge of data protection principles |  | X | A,I |
| The ability to apply knowledge of health and safety as it is applicable to the job role | X |  | A,I |
| A commitment to equality and diversity | X |  | A,I |
| **Special Requirements of the Post** |  |  |  |
| It is a requirement of the post to participate in the on-call communications rota to update LFRS’s digital channels in relation to incidents and provide a 24/7 media relations service, public communications and on-site press officer function in the event of the incidents meeting certain criteria. This requires of the post holder the ability to travel out of hours across Lancashire within a reasonable timescale.  An additional allowance of £190.09 per week is paid to the on-call officer. | X |  | A,I |
| It is a requirement of the post that the post holder holds a current category ‘B’ (car) full driving licence and has a car available which meets the requirements of LFRS as detailed in the terms and conditions of the post, see further details. | X |  | A,V |
| It is a requirement of the post that the post holder will be able and be prepared to attend evening and weekend meetings/events as required. | X |  | A,I |
| The post holder will be required to access buildings and the fire ground in appropriate personal protective equipment. | X |  | A,I |

**KEY**

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| A -Application | I-Interview | V-Verification | T-Test | P-Presentation | R-Reference |



**Terms and Conditions**

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| **Job Title** | Campaigns Officer |
| **Responsible To** | Senior Communications Officer |
| **Grade** | Scale 6, SCP 18-25, £24,982 - £29,577 |
| **Hrs** | 36.25hpw |
| **Location** | Corporate Communications Department, LFRS Service Headquarters, Fulwood, Preston, PR2 3LH |
| **Car Parking** | Free Car Parking Facilities are available at LFRS Service Headquarters. |
| **Pension** | Local Government Pension Scheme |
| **Annual Leave**  **Entitlement**  Pro-rata for part-time employees | Green Book  The annual leave year for business support staff runs from 01 April to 31 March.  The scale of annual leave is as follows:-   |  |  |  |  | | --- | --- | --- | --- | | Spinal Column Point | 0 – 5 years | 5 – 9 years | 10 years + | |  |  |  |  | | Up to 11 | 22 | 27 | 27 | | 12-21 | 25 | 27 | 28 | | 23-34 | 27 | 27 | 30 | | 35 and above | 28 | 28 | 31 |   Plus bank holidays, plus 2 extra days which are accrued and taken if in post at Christmas/New Year. Staff employed at LFRS Service HQ are also required to take some additional annual leave to facilitate the Christmas closure. |
| **Other Terms and Conditions** | National Joint Council for Local Government Services.  LFRS operates a flexi-time scheme.  Adhoc Car User |
| **Car**  **Categorisation** | Ad hoc Car User  Current category ‘B’ (car) full driving licence. If it carries any endorsements, clearance will be required from the Head of Fleet and Technical Services before you can be appointed even if you are successful at interview.  If you use your own vehicle, you will be reimbursed for the use of the vehicle on authorised journeys in accordance with the “LFRS Ad Hoc Car User Scheme”  The vehicle provided must be fit for purpose and meet the following requirements:   * Valid MOT test certificate. * Maintained in accordance with the manufacturers recommendations, kept in good condition and be fully road legal at all times * Insured for you to drive on official business journeys * It should be noted that the provision of your own vehicle does not preclude Lancashire Fire and Rescue Service requiring you to use service transport where this is considered more appropriate and in the interests of the organisation. |
| **Clearances** | Satisfactory references  Occupational Health Assessment |
| It is unacceptable for any LFRS employee to be under the influence of alcohol or illegal drugs at work. Such employees pose unnecessary risks to themselves and to their colleagues.  To this end, LFRS will screen all candidates selected for employment for illegal drugs and alcohol. This will be carried out at our Occupational Health Unit, under strict protocols and confidentially. Any candidate who refuses to be screened will not be employed. Any candidate who tests positive for illegal drugs or unsafe levels of alcohol will not be employed. | |