



## Job Description

**Job Title:**

Temporary Communications Officer (12-14 months maternity cover)

**Responsible To:**

Senior Communications Officer

**Responsible For:**

None

**Grade:**

Grade 6, Spinal Column Point 20 - 27, £30,296 - £35,745

**Hours:**

36.25 hours per week

**Location:**

Lancashire Fire and Rescue Service Headquarters, Garstang Road, Fulwood, Preston, PR2 3LH

**Other terms and conditions:**

- National Joint Council for Local Government Services (Green Book)
- A Flexi Time Scheme is in operation (Optional NJC Local Government employees and Protection)
- 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 Lancashire Fire and Rescue Service.
- It is a requirement of the post to participate in the on-call communications rota to provide an on-site press officer function in the event of incidents that meet certain criteria, update LFRS's digital channels in relation to emergency incidents, and provide 24/7 media relations and public communications. An additional allowance of £209.04 is paid per week of on-call duties.
- It is a requirement of the post that the post holder will be able to attend evening and weekend meetings/events as required.

## **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 underpinned 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: We continually recognise and promote the value of equality, diversity, and inclusion both within the Fire and Rescue Service's 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 to behave in accordance with the Service values and to follow the Core Code, including those working with or on behalf of us.

You can read our full [Community Risk Management Plan](#).

## **Job Role**

- Provide a comprehensive communications service to encourage confidence and engagement among LFRS's communities, staff and stakeholders.
- Support the implementation of the Service's communications strategy and annual service plan.
- Support internal communications to improve staff engagement and embed the Service's STRIVE values.

## **Responsibilities**

- Plan, implement and evaluate communications activity to support projects, events, consultations, and campaigns.
- Support the delivery of campaigns using the OASIS guide to campaign planning and working with colleagues across the Service.
- Obtain data and feedback using tools such as analytics, surveys and focus groups to inform communications activity.
- Use a mix of channels to communicate effectively with different audiences.
- Copy write content for a wide range of audiences and material including intranet, corporate documents, leaflets, and case studies.
- Use storytelling to connect with people emotively, highlight real people and experiences and decode complex issues.
- Assist in providing an efficient media relations service, responding to enquiries promptly and ensuring compliance with appropriate media law and data protection.
- Assist in delivering the statutory duty to warn and inform people about emergencies.
- Undertake effective internal communications to improve staff engagement and embed the Service's STRIVE values and behaviours.
- Keep staff well informed and provide opportunities for people to share their views and ideas using internal communications channels including the intranet and email newsletter.
- Support the delivery of staff recognition initiatives and events.
- Ensure that LFRS presents a positive image through clear corporate identity and branding, in written and digital content.
- Provide a high level of attention to detail to ensure work is of a high standard, ensuring content is accurate and has been proofread.
- Maintain secure and confidential access to LFRS systems and digital channels including social media accounts, website, and intranet.
- 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.
- 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.
- 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.
- Promote the principles of equality and diversity and comply with Lancashire Fire and Rescue Service Equality, Diversity, and Inclusion Policy at all times.
- Observe all rules governing health and safety and use safety equipment where it is provided.
- 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 Lancashire Fire and Rescue Service employee to be under the influence of alcohol or illegal drugs at work. Such employees pose unnecessary risks to themselves and to their colleagues.

## **Employee Specification**

Please note all criteria are essential unless otherwise stated.

### **Qualifications**

- Degree or professional qualification in communications/public relations or related discipline.

### **Experience**

- Experience in planning, implementing, and evaluating communications activity / campaigns.
- Experience of using a wide range of communications activity effectively to reach target audiences.

### **Knowledge, Skills, and Abilities**

- Ability to obtain insight, research, data, and analytics to inform communications.
- Ability to use a wide range of digital, print, and traditional methods of communication.
- Ability to effectively evaluate communications to show clear evidence of impact and how they contribute towards successful outcomes.
- Excellent written and verbal communication skills including experience of creative writing, writing in plain English and writing for digital channels.
- Excellent IT skills and ability to use social networking sites, content management systems and apps.
- Ability to work well under pressure, meet tight deadlines and manage multiple priorities.
- Ability to build good working relationships with a wide range of colleagues, stakeholders, and partners.
- Ability to deal with media enquiries and provide public communications relating to emergencies.
- Knowledge of internal communications to improve staff engagement.
- Knowledge of different communication disciplines and how they operate together.
- The ability to apply a knowledge of safeguarding (as appropriate to the role)
- The ability to apply knowledge of health and safety as it is applicable to the job role.
- A commitment to inclusion, equality, and diversity.

### **Desirable**

- Knowledge of developing briefs and working with graphic designers.
- Knowledge of data protection principles.

### **Special Requirements of the Post**

- It is a requirement of the post to participate in the on-call communications rota to provide an on-site press officer function in the event of the incidents meeting certain criteria, update LFRS's digital channels in relation to incidents

and provide 24/7 media relations and public communications. This requires of the post holder the ability to travel out of hours across Lancashire within a reasonable timescale. An additional allowance of £209.04 per week is paid to the on-call officer.

- The post holder will be required to access buildings and the fire ground in appropriate personal protective equipment.
- 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 Lancashire Fire and Rescue Service as detailed in the terms and conditions of the post, see further details.
- 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.

## **Terms and Conditions**

### **Job Title:**

Temporary Communications Officer

### **Responsible To:**

Senior Communications Officer

### **Grade:**

Grade 6, Spinal Column Point 20 - 27, £30,296 - £35,745

### **Hours:**

36.25 hours per week

### **Location:**

Corporate Communications Department, Lancashire Fire and Rescue Service  
Headquarters, Fulwood, Preston, PR2 3LH

### **Car Parking:**

Free Car Parking Facilities are available at Service headquarters.

### **Pension:**

Local Government Pension Scheme

### **Annual Leave Entitlement:**

The annual leave year for business support staff runs from 01 April to 31 March.

The scale of annual leave is as follows: -

Up to spinal column point 13

0-5 years: 23 days

5-9 years: 28 days

10 years and above: 28 days

Spinal Column Points 14-19

0-5 years: 26 days

5-9 years: 28 days

10 years and above: 29 days

Spinal Column Points 20-36

0-5 years: 28 days

5-9 years: 28 days

10 years and above: 31 days



Spinal Column Point 37 and above

0-5 years: 29 days

5-9 years: 29 days

10 years and above: 32 days

Plus, bank holidays, plus 2 extra days which are accrued and taken if in post at Christmas/New Year. Staff employed at Lancashire Fire and Rescue Service Headquarters 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.
- Lancashire Fire and Rescue Service operates a flexi-time scheme.
- Ad Hoc 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.

It is also a requirement that you provide, at your own expense, a suitable vehicle for use when required on official business journeys.

If you use your own vehicle, you will be reimbursed for the use of the vehicle on authorised journeys in accordance with the "Lancashire Fire and Rescue Service 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 manufacturer's recommendations, kept in good condition and be always fully road legal.
  - 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. (However, it is a condition of employment that you will have the approved vehicle at your disposal whenever required for official business.)
- Optional

**Clearances:**

- Satisfactory references
- Occupational Health Assessment

It is unacceptable for any Lancashire Fire and Rescue Service 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, Lancashire Fire and Rescue Service 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 confidentiality. 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.