



MERSEYSIDE
POLICE

JOB DESCRIPTION QUESTIONNAIRE (J.D.Q.)

HMI CATEGORY CODE:

DIRECTORATE: Deputy Chief Constable
AREA/DEPT: Corporate Support & Development
FAU:
SECTION: News & Communications
JOB TITLE: **VISUAL MEDIA OFFICER**
REPORTS TO: Creative, Digital and Social Media Manager
CURRENT RANK/GRADE: **E**
DATE: March 2020

1. JOB PURPOSE: (Briefly state your job's overall objectives. To.....")

To develop and deliver under the direction of the Creative, Digital and Social Media Manager, creative content, including film and photography for the force's social and digital media channels, including its internal and external websites and for use in campaign delivery in mediums such as print.

2. PRINCIPAL ACCOUNTABILITIES:

(Describe the important end results you are expected to achieve).

- a) Create new content in the form of video, photography, audio, animations and other digital formats for all internal and external channels
- b) Produce and deliver high quality, creative and relevant content using packages such as I-movies, Final Cut Pro and Adobe Creative Suite and Flash
- c) Capture policing as it happens using film and photography which will be used to provide innovative, dynamic and exciting material for web and social media channels straight from the front line.
- d) Provide specialist advice and guidance to colleagues and officers and staff across the force, including Chief Officers, on use of video for internal and external communications. Provide specialist advice on storytelling and develop ideas and concepts to support communication on key themes, operational activity, projects of work and campaigns. Take ideas from initial concept to final production.

- e) Provide specialist advice, capturing and interpreting a client's objectives, working to a brief and using initiative to explore different ways to creatively achieve the required objectives, such as storyboarding for videos, planning and setting up photoshoots.
- f) Take the lead in developing and implementing ideas to improve Merseyside Police's content internally and externally
- g) Manage and maintain all equipment, including all hardware and specialist software ensuring it is available to produce professional products
- h) Analyse and evaluate the effectiveness of video and content/products produced providing data and analysis to inform work and drive continuous improvement.
- i) Act as the force's visual media expert generating ideas to mobilise awareness and engagement with Merseyside Police to help engender trust, improve perceptions and change behavior where possible.
- j) Undertake day to day management of external suppliers and agencies where appropriate ensuring the delivery of quality products as and when required.
- k) Undertake professional photography for the force for campaigns, Chief Officers and events, using professional lighting and photographic techniques thus ensuring the highest quality products are produced.
- l) Work as a strategic adviser, capturing and interpreting a client's objectives, working to a brief and using initiative to explore different ways to creatively achieve the required objectives, such as storyboarding for videos, planning and setting up photoshoots.
- m) Be accountable for all Health and Safety issues, to include risk assessment, pertaining to the post-holder's area of responsibility in order to fulfill the statutory obligations of the Health and Safety at Work Act 1974.
- n) Undertake all responsibilities relating to information management, data quality and information sharing, intelligence and information security to ensure accordance with the Authorised Professional Practice (APP) on Information Management, issued by the College of Policing, including the Home Office Code of Practice on the Management of Police Information (MoPI).

3(a) KNOWLEDGE AND EXPERIENCE:

(What kind of knowledge, skills and experience are necessary to enable satisfactory performance in the job and why are they necessary?).

Must have a degree level qualification or equivalent specialist experience. Must have a sound knowledge of video production and all aspects of audio and video development, with the ability to design, direct, film and edit video broadcasts for internal and external communication purposes.

Must have sound knowledge of all relevant legislation affecting the creation and distribution of audio and/or visual material including, but not exclusively, the Data Protection Act, GDPR, copyright, media law, Human Rights Act

Must have specialist working knowledge and experience of operating: professional-level digital SLR cameras, professional grade video cameras, photo and video editing software packages such as Adobe Creative Suite, Final Cut Pro, etc; basic studio lighting and backdrops, file storage systems/image libraries, and the maintenance of records regarding subject's consent to use their image in internal and external channels

Well-developed analytical skills together with the ability to produce accurate and detailed work. Must have the ability gain and maintain knowledge of emerging advancements.

Must have exceptional visual story-telling skills with the knowledge and ability to seek new techniques and ideas to deliver messages in a high quality visual way.

Must have the ability to ensure work is of the highest standards so that only the very best work is produced. Must have the ability to consistently meet and maintain standards. Must have the ability to remain calm under pressure, remain a good communicator when dealing with customers with competing demands, and be comfortable in expressing professional opinions and using judgement to guide and influence colleagues and customers on the most effective approach to take to achieve objectives

Possession of good written and verbal communication skills with the ability to communicate at all levels throughout the organisation from team members and stakeholders through to Chief Officers to be able to understand customers' needs, manage expectations and keep colleagues and supervisors briefed about new and existing work, as well as sharing knowledge in a professional advisor capacity

The ability to independently prioritise and organise a varied workload whilst still being innovative and focused on delivering results. Ability to manage a busy work request diary through planning, prioritisation, accurate recording of work so as to be able to hit deadlines, handle multiple briefs and progress work flow at various stages

Must have the ability and demonstrate a strong personal commitment to delivering and achieving value for money, whilst providing high quality of service

Must understand the importance of, and has demonstrable experience of, communicating with colleagues, clients and stakeholders to enable effective teamwork; believes in and applies team working skills such as sharing knowledge, contributing ideas and options, applying professional judgement to shared work

It is desirable that the post-holder should possess a full driving license to travel around the force area to meet the demands of the role.

3(b) (Does your post require any Police Powers, and if so what are they, and why are they necessary?)

No

4. RELATIONSHIPS:

(a) Supervisory responsibilities:

N/A

(b) Supervision Received:

The post-holder reports to the Creative, Digital and Social Media Manager, but is expected to work with minimal supervision

(c) Other Contacts:

(i) Within Merseyside Police:

Regular contact with all members of News and Communications Team.

Regular contact with and other personnel in general.

Regular contact with police officers and staff at all ranks/grades including Chief Officers, Command Teams and Operational Policing Teams, regarding all aspects of video and audio production and photography.

(ii) **Outside Merseyside Police:**

Regular contact with outside agencies and suppliers, Office of Police and Crime Commissioner, other forces.

5. CONTEXT:

(a) **Operating Environment:** (Services provided, work patterns, who are the customers).

The post-holder works within the force Flexible Working Hours policy. The pattern of work is broadly Monday to Friday. The post-holder needs to be flexible to meet any exceptional demands placed on the Force or the department and will often be required to attend weekend / evening events or policing operations out of hours to capture appropriate video and photography.

(b) **Framework and Boundaries:** (Policies and procedures which affect you and how these can be changed).

A wide range of local and national policies and developments, which will be subject to constant change.

(c) **Organisation:** (For each type of post that reports directly to you, outline below the posts overall responsibilities).

N/A

6. DIMENSIONS: (Indicate in quantitative terms, key areas on which your job has an impact).

Financial: The post-holder will be required to provide regular advice and information on associated costs to enable the Head of Department to manage relevant budget spend.

Staff: None

Other: To develop and maintain positive communication with internal and external customers of Merseyside Police.

7. JOB CHALLENGES: (Describe the most challenging or complex parts of your job).

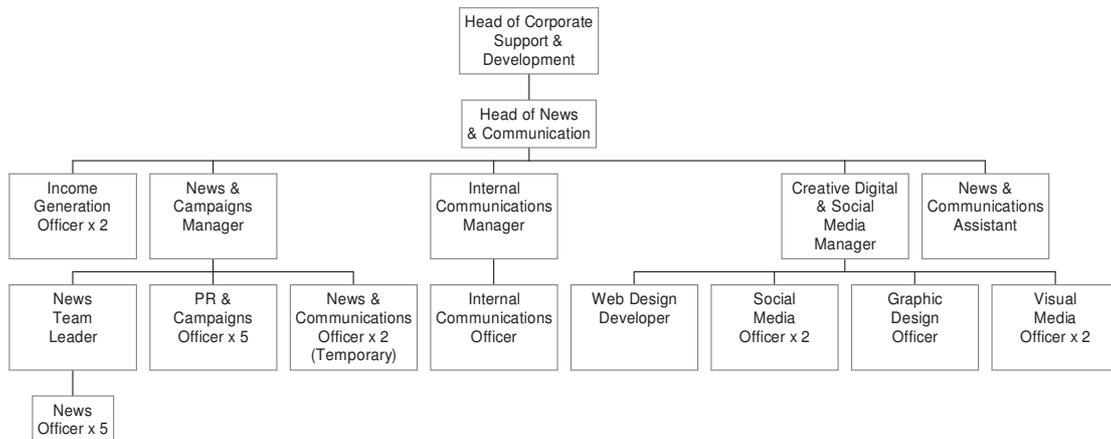
Work directly with officers and staff from around the force to ensure consistent and quality content is delivered and evaluated effectively.

8. ADDITIONAL INFORMATION:

(Provide any further information, not included in your previous answers, which you consider would assist others to achieve a better understanding of your job).

9. ORGANISATIONAL STRUCTURE:

(Draw an organisational chart of your Department / Section, indicating the position of your post within it).



10. AGREEMENT OF QUESTIONNAIRE CONTENT:

(Please sign when completed)

POSTHOLDER'S NAME:
(Please print in block capitals)

POSTHOLDER'S SIGNATURE:

Date:

Extn

MANAGER'S NAME:
(Please print in block capitals)

MANAGER'S SIGNATURE:

Date:

Extn