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Role Profile

Role Title:	Violence Prevention and Reduction Communications and Engagement Officer
Grade:	SO1/SO2
Responsible to:	Senior Policy Officer – Violence Prevention and Reduction Unit
Responsible for:	N/A
Liaison with:	Police Officers, Police Staff, General Public including children and young people, External Organisations, Agencies and Partnerships
Required Vetting Level:	MV/SC – Management Vetting and Security Clearance
Date Published:	October 2025

Role Overview: The Violence Prevention and Reduction Communications and Engagement Officer will play a key role in supporting the Violence Prevention and Reduction Unit (VPRU) to deliver its programme of work, which aligns with the Police and Crime Commissioner's (PCC) Police, Crime and Justice Plan (2025–2029), and the South Wales Violence Prevention and Reduction Strategy.

Role Purpose	The post holder will provide high-quality, proactive communications, engagement and project coordination support to the Head of the VPRU, the Senior Policy Officer and the broader VPRU, including coordination, development and engagement relating to the #NotTheOne campaign; leading on initial scoping for a Community Ambassador scheme and leading communications and engagement activity particularly where these relate to Priority 2 of the South Wales Police, Crime and Justice Plan, and the (in development) South Wales Violence Prevention and Reduction Strategy.
Key Responsibilities	• Lead in gathering feedback from communities, professionals and young people to drive forward Police Crime and Justice Plan and South Wales Violence Prevention and Reduction Plan objectives and activities. • Coordination and engagement relating to the #NotTheOne (#NTO) campaign: working alongside South Wales Police (SWP) to develop child-centred and co-produced resources and engagement approaches; developing and overseeing an engagement and communications plan, supporting new partnerships; exploring opportunities to develop and pilot materials and approaches with adults e.g., through work with His Majesty's Prison and Probation Service (HMPPS) • Monitor how information and feedback gathered through public engagement is utilised to inform decision making, scrutiny, communication, and planning.



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- Lead on initial scoping and development for the Community Ambassador scheme, which is a priority of the PCC, driving initial plans forward utilising feedback from communities themselves. This work would strengthen the position of the OPCC to engage suitable Community Ambassadors during 2026/27.
- Plan, deliver and monitor relevant and measurable campaigns which support the VPRU strategic direction including working alongside wider Communication and Engagement functions with partners.
- Drive serious violence prevention and education messaging through a range of different forums.
- Act as a recognised source of expertise for the area of work relating to communications and engagement
- Advise the VPRU on the most effective way to engage with communities, in particular those who are often harder to reach
- Facilitate joined-up working across local authorities, police, education, health and the third sector
- Support the planning, coordination and delivery of VPRU projects and funded interventions
- Support the monitoring of delivery progress against agreed VPRU and South Wales Police, Crime and Justice Plan objectives, timescales and budgets
- Assist with drafting of briefings, reports and business cases to support strategic decision-making
- Use social media and digital outlets on behalf of the VPRU and Police and Crime Commissioner to identify proactive and reactive opportunities for improving interaction and engagement with the public.
- Support the VPRU in responses to escalated queries from partners, stakeholders and members of the public
- Put administrative systems in place to monitor progress and impact with regards to communications and engagement activities
- Plan and organise allocated own work
- Co-ordinate with other team members
- Develop and implement sub project plans
- Develop and agree a course of action covering the short and medium term
- To organise and schedule events/meetings as directed
- Quality- assure the standard of engagement and communications work of the team
- Identify risks within own remit, mitigate risks and inform others on risks
- Comply with legislation
- Liaise directly with local communities, schools, South Wales Police and a wide range of partners including community town councils, local elected Councillors, local businesses, youth organisations, local authorities, criminal justice partners, and voluntary organisations.



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	• Maintain confidentiality in relation to data protection issues and Management of Police Information (MOPI) standards • To provide communities, including children and young people and those who may be harder to reach, with a voice within South Wales Police and Crime Commissioner's office by listening to their needs, identifying opportunities for joint working, providing quality support, direction, guidance and promoting a strong partnership culture. In addition, the post holder must be prepared to undertake such additional duties which may result from changing circumstances, but which may not of necessity, change the general character or level of responsibility of the post.
Qualifications & Experience	Essential • Qualified to NVQ Level IV/ degree level, be actively working towards or be able to demonstrate employment experience at equivalent level Desirable • Welsh Language Level 2 - Can understand the essence of a conversation in Welsh and can convey basic information and respond to simple requests in Welsh. Can introduce oneself and others by name, role, and location/organisation. Can contribute to a meeting partly in Welsh.
Skills	Essential Demonstrable Experience • Experience of planning and delivery of meaningful community engagement to drive forward positive outcomes • Planning and delivery of meaningful children and young person engagement to drive forward positive outcomes • Delivering communications to engage audiences and promote awareness of activities/impact • Understanding of the partnership landscape across South Wales • An understanding of the importance of public engagement and how this can drive continuous improvement • Strong written and verbal communication skills • Adept at engaging with a variety of communities and stakeholders • Computer literate and proficient in Microsoft applications • Strong negotiating and influencing skills • Good organisational skills • Ability to support project management, including use of Gantt charts (or similar) and monitoring tools Desirable • Strategic awareness and understanding of violence prevention, serious violence, early intervention, community safety and anti-social behaviour



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	• Knowledge of relevant legislation in particular the Police Reform and Social Responsibility Act 2011 • Understand structures and functions of Police and Crime Commissioners and the tripartite structure of policing in the UK • Understand the Government's public sector reform programme and police reform in particular • Knowledge of project and programme management methodologies • Knowledge of economic development and regeneration
Attributes	Personal Qualities: • Resilience: Ability to navigate competing demands and maintain focus under pressure. • Collaborative: Works effectively with internal and external stakeholders to achieve shared goals and deliver to high standards. • Innovative: Looks for new and creative ways to enhance ways of working. • Emotional Maturity: Self-reliant and motivated, pro-actively participates in understanding role and how best to help wider team. • Flexible: Responds calmly and pro-actively to changing commitments and deadlines
Personal Qualities	Serving the Public Demonstrates a real belief in public service, focusing on what matters to the public and will best serve their interests. Understands the expectations, needs and concerns of different communities and strive to address them. Builds public confidence by talking with people in local communities to explore their viewpoints and break down barriers between them and the police. Understands the impact and benefits of policing for different communities and identifies the best way to deliver services to them Develops partnership with other agencies to deliver the best possible overall service to the public. Professionalism Acts with integrity, in line with values of the Police Service. Takes ownership for resolving problems, demonstrating courage and resilience in dealing with difficult and potentially volatile situations. Acts on own initiative to address issues, showing a strong work ethic and demonstrating extra effort when required. Upholds professional standards, acting as a role model to others and challenging unprofessional conduct or discriminatory behaviour. Remains calm and professional under pressure, defusing conflict and being prepared to step forward and take control when required.



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	Openness to Change
	Positive about change, responding flexibly and adapting to different ways of working. Finds better, more cost-effective ways to do things, making suggestions for change. Takes an innovative and creative approach to solving problems. Asks for and acts on feedback, learning from experience and developing own professional skills and knowledge.
	Service Delivery
	Understands the organisation's objectives and priorities and how work fits into these. Plans and organises tasks effectively, taking a structured and methodical approach to achieving outcomes. Manages multiple tasks effectively by thinking things through in advance, prioritising and managing time well. Focuses on the outcomes to be achieved, working quickly and accurately and seeking guidance when appropriate.
	Decision Making
	Gathers, verifies and assesses all appropriate and available information to gain an accurate understanding of situations. Considers a range of possible options before making clear, timely, justifiable decisions. Reviews decisions in light of new information and changing circumstances. Balance risks, costs and benefits, thinking about the wider impact of decisions. Exercises discretion and applies professional judgement, ensuring actions and decisions are proportionate and in the public interest.
	Working with Others
	Works co-operatively with others to get things done, willingly giving help and support to colleagues Is approachable, developing positive working relationships. Listens carefully and asks questions to clarify understanding, expressing own views positively and constructively. Persuades people by stressing the benefits of a particular approach, keeps them informed of progress and manages their expectations. Is courteous, polite and considerate, showing empathy and compassion Deals with people as individuals and address their specific needs and concerns. Treats people with respect and dignity, dealing with them fairly and without prejudice taking a non-judgemental approach regardless of their background or circumstances.



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NOTE:

The above list is not exhaustive and other duties commensurate with the grade and general nature of the post may, from time to time, be required. In addition, there may be some variation and/or development of the above duties and responsibilities without changing the general nature of the post.

With the exception of any Deputy appointed by a PCC, staff within an OPCC must not undertake political work but are required to operate in a way which is sensitive to and fully informed by the local, regional and national policy context in which the PCC's policing, community safety, public protection and criminal justice responsibilities operate. The post holder will be in a politically restricted post under the Local Government and Housing Act 1989. The OPCC is required to undertake its role in a way which is agile and responsive to the public interest, to the direct accountability of the PCC to the public as well as to the supportive oversight and scrutiny of the Police & Crime Panel and independent audit committee arrangements. Alongside the PCC, the OPCC undertakes its roles by direct engagement with police and public, private and third sector partner agencies at all levels, with local and national government and with the public.

Due to the nature of the role the portfolio content may change in line with legislation, Home Office and Ministry of Justice policy, and OPCC priorities. The areas of work are determined by the priorities set by the Police and Crime Commissioner as such the portfolio areas may be amended or refocused to align to these priorities. All employees are to comply with confidentiality laid down in the General Data Protection Regulation (GDPR), the Management of Police Information (MOPI), and the Official Secrets Act (which you will be bound for, for life).

All individuals of the Office of the South Wales Police and Crime Commissioner must display the qualities to be able to work in an organisation with minority groups and provide service to minority groups in communities. They must show that they are able to contribute to an open, fair working environment where inappropriate behaviour is not permitted. They must display no evidence of the likelihood to contribute in any way to workplace bullying or any other form of discriminatory behaviour.

Method of Assessment

When completing your application please ensure you only complete the sections marked below as these are the sections you will be marked against for the shortlisting stage of your application.

	Shortlisting
Qualifications	✓
Skills	✓
Knowledge	✓
Personal Quality – Serving the Public	✓
Personal Quality – Professionalism	
Personal Quality – Openness to Change	✓
Personal Quality – Service Delivery	✓
Personal Quality – Decision Making	
Personal Quality – Working with Others	