MERSEYSIDE FIRE & RESCUE SERVICE

# JOB PROFILE

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| **JOB TITLE:** | UK International Search and Rescue (ISAR) Communications & Engagement Officer |
| **SALARY GRADE:** | Grade 7 |
| **DIRECTORATE:** | ISAR |
| **TEAM:** | ISAR |
| **LOCATION OF WORK:** | An agreed base of work. Requirement for National travel. |
| **HOURS OF WORK:** | 28 hours per week |
| **DIRECTLY RESPONSIBLE TO:** | UK ISAR National Coordinator |

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| **LEADERSHIP BEHAVIOUR LEVEL:** | Leading Yourself |

## MAIN JOB PURPOSE

To coordinate communications and social media activity for the ISAR team, supporting operational readiness, breaking crisis, exercises, deployments and major incidents. The postholder acts as the key liaison between the ISAR team, media representatives and stakeholders, promoting the work of the team through a range of communication channels.

The post holder will be committed to, encourage and promote the values of the organisation, the National Core Code of Ethics for Fire and Rescue Services, and act in accordance with organisational standards and behaviours.

## KEY AREAS OF RESPONSIBILITY

- Act as the primary point of contact for social media enquiries relating to ISAR activities, exercises, deployments and operational incidents.
- Coordinate media access to personnel, exercises, training events and other ISAR activities.
- Support the preparation and delivery of communication materials.
- Develop engaging communication content across a range of platforms, including social media, websites, photography, video and digital media.
- Monitor media coverage and identify opportunities to promote the work and achievements of the ISAR team.
- Ensure all communications are aligned to FCDO comms procedures and organisational communication standards, policies and operational requirements.
- Act as a communications liaison between FCDO, UK ISAR operational personnel and external stakeholders during exercises, Capacity building and deployments.
- Provide support in UK ISAR exercises, training programmes and operational readiness activities.
- Support communications requirements before, during and following operational deployments and Crisis.
- Attend exercises and operational activities to gather information, photographs, video and other content for communication purposes.

- Support debrief and review processes by gathering information and producing communication products arising from operational activity.
- Assist with the production of deployment reports, operational debrief reports and lessons identified reports.
- Prepare briefing materials, communication plans, presentations and promotional materials.
- Produce written, photographic and video content to support engagement activities and promote the work of the ISAR team.
- Maintain and update digital communication channels and social media platforms.
- Use a range of digital editing and communication software packages to create and publish content.
- Undertake any other duties commensurate with the grade and requirements of UK ISAR.

## VALUES, BEHAVIOURS AND CODE OF ETHICS

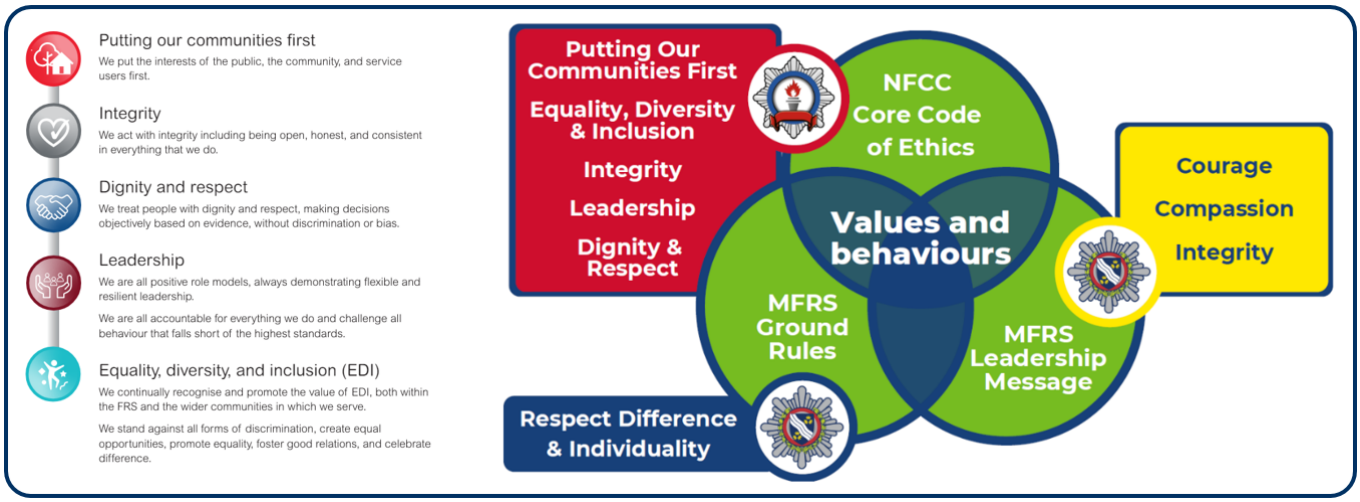
As detailed in the Authority's CRMP, the Leadership Message clearly states our Values.

**We serve with Courage**
- By never settling for the status quo
- By being decisive and calm under pressure
- By having determination to see things through
- By being prepared to fail
- By celebrating diversity and being open to new opportunities and challenges
- By setting high standards and not being embarrassed for doing so
- By challenging ourselves to be better

**We serve with Integrity**
- By doing the right thing even when it is hard or no one is looking
- By leading by example
- By standing up for what matters
- By being open, honest and fair
- By making decisions based on facts
- By explaining the why
- By being consistent
- By always doing what we say we are going to do

**We serve with Compassion**
- By acting with empathy and kindness
- By actively listening - hearing what is being said
- By going the extra mile to help
- By looking after and supporting each other, noticing what is going on for people
- By recognising each other's contribution
- By creating a sense of belonging
- By embracing and understanding difference

The National Core Code of Ethics for Fire & Rescue Services sets out five Key Principles, which provide a basis for promoting good behaviour and challenging inappropriate behaviour. The code is complemented by MFRA's Ground Rules, which outlines how we welcome difference and individuality, create a sense of belonging in the most inclusive way and provide some key, simple rules surrounding how we act.



## LEADERSHIP BEHAVIOURS

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| **Personal Impact** | I demonstrate Service values and behaviours. | I value inclusion and set a positive example to others. | I reflect on my own strengths and see the strengths of others (using colours). |
| **Outstanding Leadership** | I am an ambassador for the Service, taking pride and responsibility for the work we do and encouraging others to do the same. | I take responsibility and accountability for the quality of my own work. | I role model proactively, learning new skills and behaviours. |
| **Service Delivery** | I find out about my local community risks & associated behaviours to ensure we are offering the best service. | I plan ahead and prioritise my work, managing my time effectively to get things done. | I work to foster trust with others & build constructive working relationships to achieve goals. |
| **Org. Effectiveness** | I know what the key organisational goals are and how I contribute. | I work within the organisation's policies, procedures and processes. | I continuously seek to improve my performance & share my ideas. |

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| **Date job profile prepared / revised:** | 1st October 2026 |

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# PERSON SPECIFICATION

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| **Job Title:** | UK ISAR Communications & Engagement Officer | **Team:** | ISAR |
| **Salary Grade:** | Grade 7 | **Directorate:** | ISAR |

| | QUALIFICATIONS & TRAINING | ESSENTIAL/ DESIRABLE | ASSESSED BY |
|---|---|---|---|
| | Degree or professional qualification in Communications, Public Relations, Journalism, Media, Marketing or related discipline. | D | A & I |
| | Relevant communications or media professional accreditation. | D | A & I |
| | Emergency planning, resilience or incident management training. | D | A & I |
| | **KNOWLEDGE & EXPERIENCE** | **ESSENTIAL/ DESIRABLE** | **ASSESSED BY** |
| | Excellent written and verbal communication skills | E | A & I |
| | Experience developing strategic communication plans and campaigns | E | A & I |
| | Experience managing social media and digital communications platforms | E | A & I |
| | Experience engaging with local, national or international media | E | A & I |
| | Knowledge of crisis, incident or emergency communications principles | E | A & I |
| | Understanding of operational security, information governance and data protection requirements | E | A & I |
| | Experience producing multimedia content including photography and video | D | A & I |
| | Knowledge of UK Resilience and Emergency Response structures | D | A & I |
| | Experience working with government agencies, partner organisations or emergency services | D | A & I |
| | Experience monitoring and evaluating communication effectiveness using analytical tools | D | A & I |
| | **SKILLS & ABILITIES** | **ESSENTIAL/ DESIRABLE** | A & I |
| | Ability to communicate complex information clearly and accurately | E | A & I |
| | Excellent stakeholder engagement and relationship management skills | E | A & I |
| | Ability to work effectively under pressure and meet critical deadlines | E | A & I |
| | Strong organisational and project management skills | E | A & I |
| | Skilled in producing communications for diverse audiences and cultures | E | A & I |
| | Competent in digital content creation and communications technologies | E | A & I |
| | Ability to work independently with a high level of autonomy | E | A & I |
| | Strong analytical and problem-solving skills | E | A & I |
| | **WORK RELATED CIRCUMSTANCES** | **ESSENTIAL/ DESIRABLE** | **ASSESSED BY** |
| | A commitment to model our values and behaviours; promoting a culture which embraces collaboration, inclusivity, high performance and wellbeing, striving to make a real difference to the communities we serve. | E | A&I |
| | Enhanced Disclosure Barring Service check (verification of unspent criminal records) will be undertaken in the in the form of an enhanced disclosure barring service check. | E | MFRS |
| | To hold and maintain a current full UK valid driving license and access to a suitable vehicle. | E | PD |

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| **A** | Application | **I** | Interview | **PD** | Produce Documentation | **MFRS** | If successful & conditionally offered the role, MFRS will complete |