



Role: Media Officer
Department: Royal Gibraltar Police
Responsible to: Superintendent Professionalism

JOB PROFILE

To provide a professional press and media relations function for the Royal Gibraltar Police by developing and delivering accurate, timely and balanced communications that support operational policing, enhance public confidence and protect the reputation of the organisation.

Key Accountabilities - (This section details the key responsibilities required of the role)

- Develop and deliver media and communication plans for operational activity, incidents, appeals, campaigns and organisational priorities.
- Assess information for release and determine, in liaison with senior officers and relevant stakeholders, what can be disclosed while protecting operational integrity, legal requirements and individual rights.
- Prepare and issue press releases, media statements, briefing lines and public updates that are clear, accurate, timely and consistent with RGP policy.
- Provide strategic and tactical communications advice to officers and police staff, including support during sensitive, high-profile or major incidents.
- Act as the primary point of contact for media enquiries and coordinate responses within required timescales.
- Build and maintain effective working relationships with journalists, editors, partner agencies and government communications contacts to support balanced and responsible reporting.
- Use a range of communication channels, including press briefings, the Force website and social media platforms, to reach the public directly and maximise engagement.
- Monitor media coverage, social media activity and emerging issues to identify reputational risks, misinformation and opportunities for proactive communications.
- Support the management of media activity during critical incidents, investigations, appeals, court matters and major operations, including out-of-hours support where required.
- Attend strategic and operational meetings to provide communications advice, challenge and recommendations where appropriate.
Maintain comprehensive and auditable records of media enquiries, responses, approvals and published material in line with disclosure, data protection and records management requirements.
- Support officers, police staff, victims and families, where appropriate, in preparation for media engagement and public statements.
- Promote key organisational messages and positive policing outcomes in a way that strengthens public confidence in the Royal Gibraltar Police.
- Deliver guidance or informal training to officers and staff on media handling, public messaging and appropriate use of digital communications.
- Work flexibly and participate in on-call or out-of-hours arrangements, where required, to support urgent operational communications needs.



Standards and Behaviours

All RGP staff are expected to understand and act within Our Code of Ethics and Competency and Values Framework (CVF).



COMPETENCY AND VALUES FRAMEWORK (CVF)



The CVF aims to support all policing professionals and sets out recognised behaviours and values which provide a consistent foundation for a range of processes. This framework ensures that there are clear expectations of everyone working in policing which in turn will lead to standards being raised for the benefit and safety of the public.

The CVF has six competencies that are clustered into three groups. Under each competency are three levels that show what behaviours will look like in practice. The table below highlights the levels for this role.

[Click here to access the Competency and Values Framework \(CVF\) document.](#)

Resolute, compassionate and committed	
We are emotionally aware Level 1	We take ownership Level 1
Inclusive, enabling and visionary leadership	
We are collaborative Level 1	We deliver, support and inspire Level 1
Intelligent, creative and informed policing	
We analyse critically Level 1	We are innovative and open-minded Level 1



Qualifications, Experience and Skills

PERSON SPECIFICATION – MEDIA OFFICER		
CRITERIA	ESSENTIAL	DESIRABLE
Qualifications:	<ul style="list-style-type: none"> • Educated to degree level in communications, journalism, public relations or a related discipline, or equivalent relevant professional experience. 	<ul style="list-style-type: none"> • Professional qualifications in communications, journalism or public relations. • Full B-Class driving licence. • Training in media law, crisis communications or digital communications.
Experience:	<ul style="list-style-type: none"> • Demonstrable experience in media relations, corporate communications, journalism or public affairs in a fast-paced environment. • Experience of drafting high-quality press releases, statements, briefing lines and digital content for different audiences. • Experience of dealing confidently with senior stakeholders and providing advice in sensitive or time-critical situations. • Experience of monitoring media and social media, identifying reputational issues and recommending appropriate action. • Strong attention to detail and ability to produce accurate written material at pace. 	<ul style="list-style-type: none"> • Experience of working within policing, emergency services, government or another public sector environment. • Experience of supporting communications during major incidents, critical events or high-profile cases. • Experience of working with partner agencies on joint messaging and multi-agency communications. • Experience of briefing staff for interviews, press conferences or public-facing activity. • Experience of maintaining communication logs or records to support disclosure and audit requirements.
Knowledge:	<ul style="list-style-type: none"> • Knowledge of media relations, reputation management and public communications principles. • Working knowledge of data protection, confidentiality, contempt, defamation, victim considerations and other legal/ethical issues relevant to police communications. • Understanding how digital channels and social media can be used to inform, reassure and engage the public. • Awareness of the criminal justice environment and the sensitivity associated with ongoing investigations and court proceedings. • Commitment to continuous professional development and keeping up to date with modern communications practice and emerging media trends. 	<ul style="list-style-type: none"> • Knowledge of Gibraltar public sector, local media landscape or policing environment.
Key Skills and Behaviours:	<ul style="list-style-type: none"> • Excellent written and verbal communication skills, with the ability to adapt language, tone and content to different audiences. • Able to analyse complex or sensitive information quickly and exercise sound judgement on 	<ul style="list-style-type: none"> • Ability to communicate effectively in Spanish. • To be artistic in the creation of video and image-based content for social media and website content



	<p>communications risks and opportunities.</p> <ul style="list-style-type: none"> • Confident interpersonal skills with the ability to build credibility and influence at all levels. • Skilled in using IT systems, websites, social media platforms and standard office applications to fulfil the role. • Able to work calmly, accurately and professionally under pressure and to tight deadlines. • Able to handle sensitive information with discretion and maintain confidentiality at all times. • Able to plan and prioritise work, manage competing deadlines and respond flexibly to changing operational demands. • Able to work collaboratively with officers, police staff, partner agencies and media representatives. • Able to prepare clear reports, briefing notes and communication products to a high professional standard. • Able to provide on-call or out-of-hours support, when required. 	
Other requirements:	<ul style="list-style-type: none"> • Able to work flexibly, including occasional evenings, weekends or public holidays, and undertake on-call duties as and when required. 	

Required Vetting Level:

Recruitment Vetting (RV)

Recruitment Vetting (RV) is required for this role due to the post-holder's access to police premises, criminal justice records, case administration systems and confidential operational information.