

JOB SPECIFICATION

Profile of Position: SO3 JW Engagement

Position Details

Rank	OF2	Org. Unit	Joint Warfare	UIN	D0625J
Upper Lower Rank	N/A	Org. Type	JFD	Exchange With	
Service (Job)	Competitive	TLB	UKStratCom	Location	Northwood HQ
Start Date for Position	Feb 22	Proposed End Date for Position	Feb 25	Workforce Requirement Driving	
Hiring Status		Position Status		Position Type	Jt
Person Category	Reserves	Position Status EIT		Service Option	Any
Domain	Joint	Career Field	Training	Sub Career Field	Combat
Talent Management	N/A	Tour Length	36 months	Handover	
Type of Operation	N/A	Operation Name	N/A	Operation PID	N/A
Hierarchy Parent 1	SO2 JW Engagement	Hierarchy Parent 2	Hd War Dev	Hierarchy Parent 3	
Incumbent	New role	Incumbent Future Availability Date		Environment	Tri-Service
Minimum Medical Standard	N/A	Child Positions	N/A	Preferred Gender	N/A

Career Management and Rotational Information

Position CM Desk	Service (CM)	Applicable From	Applicable To
Branch/Arm/Group	Main Trade	Sub Regt/Corp	

Alternative Branch or Trade

Alternative 1	Alternative 2	Alternative 3

Specialist Pay

Specialist Pay 1	Specialist Pay 2	Specialist Pay 3	Specialist Pay 4	Specialist Pay 5

Unit & Position Role

Unit Function	<p>JW's mission is to direct the development, preparation, integration, assurance and analysis, to create advantage for the Joint Force.</p> <p>Directorate Joint Warfare sits within Joint Force Development within UK Strategic Command (UKStratCom). The vision of Joint Force Development is to be the thought-leadership engine that gives UK Defence the edge on a global stage. The role of Directorate Joint Warfare is to ensure that the Joint Force is ready for operations through operational level force development, military exercises, contingency reporting and lessons learnt.</p>
Position Role	<p>The Joint Warfare SO3 Communications support JW SO2 Communications in order to:</p> <ul style="list-style-type: none"> -help customers shape their requirements of JW by raising awareness of JW capabilities. -expedite the sharing of best practice throughout JW, Defence, and industry partners. -contribute towards building an 'all of one company' JW team. -encourage allies and potential allies to work with JW. <p>The position is new. It requires marketing experience, tenacity and influence skill to persuade senior stakeholders. In particular, the post holder must be able to help the SO2 translate JW Board direction into action such as leading a targeted programme of Key Leader Engagements, and overseeing the creation of effective social media content.</p> <p>The position requires a thorough understanding of Defence communications together with the experience to harness the skills of combat camera teams and supporting elements, such as BFBS Creative. Above all, the incumbent must be able to demonstrate their ability to seize opportunities and to drive change, diplomatically.</p>

Responsibilities

Conduct Market Segmentation and Target Audience Analysis for a range of stakeholders
Baseline the effectiveness of JW internal and external communications
Assist in the production of a JW 'strapline', production of a JW communications pocket brief with key messages for segmented audiences.
Assist in the Planning and leading of the Key Leader Engagement programme.
Assist in the Planning and leading of a Media Engagement programme.
Commission and lead imaginative social media content where directed.
Refine KLE and ME programmes based on market research.
Brief and coach JW stakeholders on how they can be effective advocates for JW outputs.
Task and oversee combat camera teams and BFBS Creative when directed.
Identify low value JW communication activity and reassign resource to higher value activities
Act diplomatically, in a culturally sensitive way, appropriate to international stakeholders.
Deputise for the SO2 JW Communications

Competence - Full Name

Management	Proficiency Level	Essential	Acquired
Professional Effectiveness	Manages resources efficiently and optimises capability within constraints.	x	
Judgement	<p>Seeks to enhance professional knowledge and understanding of new technology and developments.</p> <p>Demonstrates knowledge of Service matters and military doctrine.</p>	x	

Initiative	Demonstrates critical application of available information to arrive at sound, timely decisions		x
	Creates and grasps opportunities for improvements.	x	

Pre-Employment Training

Pre-Employment Training 1					
	Pre-Employment Training 1 Priority	Pre-Employment Training 2	Pre-Employment Training 2 Priority	Pre-Employment Training 3	Pre-Employment Training 3 Priority

Local Considerations

Domestic
N/A

Employer Comments

The JW SO3 Communications must have contemporary joint military staff training experience as well as a sound understanding of the principles of Joint Warfare. The following criteria supplement the assumed core competences which are required:

- a. Experience of joint operations and joint Exercises.
- b. Understanding of marketing and communications theory and application.
- c. Able to convey information precisely and succinctly.

2. The appointed officer is authorised to claim travel and subsistence, and have access to service accommodation, for assigned Exercises and associated meetings when remote conferencing is not practicable, as per TaCOS. The role requires a mixture of home working and Northwood work during regular working hours.