**ANNEX A TO**

**CHAPTER 3**

**JSP 75****5**

**JOB SPECIFICATION**

|  |  |  |  |  |  |  |  |  |  |
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| **Profile of Position: SO3 JW Engagement** | | | | | | | | | |
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| **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 | | | | |
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| **Specialist Pay** | | | | | | |  | | |
| Specialist Pay 1 | Specialist Pay 2 | Specialist Pay 3 | | Specialist Pay 4 | Specialist Pay 5 | |  | | |
|  |  |  | |  |  | |  | | |
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| **Unit & Position Role** | | | | | | | | | |
| Unit Function | JW’s mission is to direct the development, preparation, integration, assurance and analysis, to create advantage for the Joint Force.  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. | | | | | | | | |
| Position Role | The Joint Warfare SO3 Communications support JW SO2 Communications in order to:  -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.  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.  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. | | | | | | | | |
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| **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 | | | Seeks to enhance professional knowledge and understanding of new technology and developments.  Demonstrates knowledge of Service matters and military doctrine. | | | 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. | | | | | | | | | |
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