

## **TERMS OF REFERENCE FOR: SO3 OIC MNT**

<b>Post Title</b>	ROYAL NAVY MEDIA COMMS AND ENGAGEMENT <b>SO3 Officer in Charge Mobile News Teams</b>
<b>HRMS, JPA or Magellan Number</b>	1122603
<b>Rank/Grade</b>	Lt RN/Capt RM
<b>Branch</b>	Military
<b>Location</b>	NCHQ, LEACH BUILDING, WHALE ISLAND
<b>Level of Security Clearance Required</b>	SC

### **BACKGROUND**

1. Royal Navy Media, Communications and Engagement (RNMCE) is the department charged with protecting and enhancing the reputation of the Royal Navy. It does this by delivering against the Royal Navy Communications and Engagement Strategy, applying focussed resources to protect and improve levels of favourability and understanding amongst the Royal Navy's six key target audiences.
2. In order to deliver the overall approach to RN communications and engagement efforts, it is organised along three functional groupings:
  - a. **Strategy and Reputation.** Functions key to Naval Service reputation or concerned with the provision of enablers to the whole RN communications enterprise.
  - b. **Creative & Digital.** Functions involving the creation of communications content, the provision and governance of current owned channels and digital transformation.
  - c. **Engagement.** Functions involved in all national engagement activities as well as regional engagement, including RN representation and resilience.
3. An integrated process which starts with planning and concludes with research, insight and evaluation (RIE) lies at the heart of all RNMCE activity. Everyone is expected to ensure that all communication and engagement activities are informed by insight and evaluated in line with GCS recommendations.
4. In accordance with GCS principles, each position in RNMCE comprises a principal role, plus additional roles. Using a combination of roles, post holders are expected to build dynamic teams from across the enterprise based on project needs, enabling better cross-fertilisation of ideas and improving efficiency. A number of functions provide support across the RNMCE enterprise in order to facilitate this process.
5. RNMCE, in line with the rest of HM Government, is expected and required to adopt the Modern Communications Operating Model (MCOM) with proactive communications (where possible and appropriate) delivered on a campaign basis, using the OASIS framework. The new RNMCE positional and functional structure has been designed specifically with this in mind.

### **ROLES DESCRIPTION**

6. **Media Ops Officer in Charge Mobile News Teams** is to gather media material in order to support RNMCE outputs in support of news and campaign outputs as well as *Navy News*. As such, OIC MNT is at high readiness to deploy as part of named exercises and operations to meet the

requirement for quality imagery (stills and video) and news rushes packages to meet timebound communication requirements. Key tasks include:

- Generate a high readiness MNT capability capable of deploying globally.
- Generate and maintain an MNT cadre within the MOS branch in conjunction with SO2 Coord.
- Deliver Media Training Presentations to RN personnel on Media training courses and Mounting courses.
- The post holder works closely with Content Creation and Digital Team Leader on content requirements to support RN MCE communications activities.
- Where appropriate act as the military SME for context specific to the Royal Navy.
- Departmental SME on Defence News Imagery, new media, imagery transmission and other digital imagery technological issues.
- Divisional Officer to the MNT PO PHOTs and oversee their continuing professional development.

7. **Media Delivery.** The role of Media Delivery is to direct RN resources to capture content such as photography, films and sound in support of RN MCE outputs. Key tasks include:

- Obtain a clear content brief from Media Ops Co-ordinator, Campaign and Planning Lead, Content Manager and Media Officer on the source material required. If necessary, liaise with the Creative Lead to agree on the creative brief such as format, style, angle, lighting and other such requirements.
- Ensure all content capturing and production equipment is in good working order according to their operating and maintenance instructions.
- Follow the plan drawn up by Media Ops Co-ordinator and carry out content sourcing tasks. This may involve *in situ* arrangement of people, facilities and location.
- Liaise with local commanding officer (ship or shore establishment) and adhere to OpSec and PerSec parameters.
- Direct resources to edit material gathered to the format, duration, file size and creative brief agreed (with the expectation that further post-production work may be carried out by the Content Production Lead). Send material to Content Production Lead or the designated party.
- Carry out media-minding duties as required.

8. **NNM Project Support.** The role of Non News Media Project Support is to provide appropriate support to the NNM Project Manager, under the management of the NNM Project Manager. Key tasks include

- Coordinate Media Ops, resources such as bases, subject matter experts and carry out any media minding as required.
- Work the relevant Campaign and Planning Lead to exploit and maximise the broadcast media / book publication opportunities.
- Carry out review of scripts / manuscripts, and provide storyboard / editorial suggestions to the production company, agency or author.
- Assess and check whether the project is in line with the agreed scope and terms of reference.
- Carry out OpSec and PerSec review.

9. To assume the staff work responsibilities of SO2 MEDIA OPS in their absence.

10. The post holder will act as Navy Media Comms Duty Officer within the roster.

## **AUTHORITY AND COMMITTEES**

11. The post holder reports to SO2 MEDIA OPS.

12. The post holder is the high readiness deployable Media Ops Officer.

13. The post holder works closely with C1 Creative Content TL, Digital Platforms TL and Editor Navy News.
14. The post holder will act as RNMCE Duty Officer within the roster.

## **AUTHORITY AND COMMITTEES**

15. The post holder is authorised to:
- Liaise with all staff, including deployed media ops teams, as required both inside and outside NCHQ in accordance with his purposes.
  - Liaise with local, regional and specialist media iaw 2008DIN03-020, and with national and international media as approved by SO2 MEDIA OPS.
  - Liaise directly at the appropriate level with other Service and Civilian staffs and organisations, including embassy personnel, SOCA and the FCO in accordance with their purposes.
16. Is a member of:
- Campaign Planning Meetings
17. Attends:
- Standard RNMCE battle rhythm meetings

## **ORGANISATION**

18. Organisation Diagram



## **COMPETENCIES AND SKILLS**

19. Defence Communicators Course and NCHQ induction training.

20. The post holder should have the necessary communication skills and knowledge as defined in the GCS communication competency below:

<b>GCS Communication Competency Framework</b>	<b>Level (0-3)</b>
<b>Insight:</b> Gain an accurate and deep understanding of the issue(s). Use insight to identify target audiences and partners and to inform communication objectives, messages and solutions.	<b>1</b>
<b>Ideas:</b> Develop the communication strategy and plan. Select channels and develop key messages and content for target audiences. Identify evaluation criteria.	<b>2</b>
<b>Implementation:</b> Develop and implement effective communication strategies and plans. Work with stakeholders and partners to deliver communication.	<b>3</b>
<b>Impact:</b> Assess the impact and effectiveness of communication. Review achievement of objectives. Identify lessons learnt and share feedback.	<b>1</b>

21. Skills level with Defence ICT (DII, MS Office, MOSS): **Intermediate**

## **EXPERIENCE**

22. Essential experience
- PRO experience
  - Ship/Unit experience
  - ICSC(M) or (L)
23. Highly desirable experience
- Unit sub-Command