

Job Title: Digital & Creative Services Manager	
Job Evaluation Number	B532

## JOB DESCRIPTION

<b>Job Title:</b> Digital and Creative Services Manager	<b>Location:</b> HQ South
<b>Job Family:</b> Business Support	<b>Role Profile Title:</b> BB4 Police Staff
<b>Reports To:</b> Deputy Head of Corporate Communications	<b>Band level:</b> 4J
<b>Staff Responsibilities (direct line management of):</b> Senior Digital Communications Officer, Digital Communications Officer(x2), Web Developer(x2), Graphic Designer (x2) and Force Photographer	

a. **OVERALL PURPOSE OF THE ROLE:** Defines the role, put simply, why it exists

***The overall purpose of the role is to:***

Responsible for the provision of digital and creative services to support the force's internal and external communications function in line with the force's vision, priorities and delivery plan. The role holder will plan, prioritise, coordinate and oversee the delivery of high quality digital and creative content and channel development (inclusive of intranet, internet and social media) in order to support the internal and external communications activity, which gives the public we serve, trust and confidence in the force.

b. **KEY ACCOUNTABILITY AREAS:** Define the important aspects of the role for which the job holder is responsible for results or outcomes.

***The key result areas in the role are as follows:***

1. Manage a team of digital and creative specialists across the areas of Web Development, Graphic Design, Digital Communications and Photography to ensure the development and maintenance of digital channels and the creation of engaging content to support the delivery of internal and external communication in line with force priorities.
2. Provide advice to senior internal stakeholders (across force and department) on all matters relating to digital and creative services.
3. Apply horizon scanning, professional awareness, recognition of emerging agendas and public sentiment to effectively forward plan all external communications activity, to allow for the early mitigation of risks or exploitation of opportunities.
4. Lead on the use of digital and social media to encourage community interaction with policing, particularly with hard to reach groups, building trust and confidence in the force and underpinning its legitimate role in the community.
5. Ensure the Digital and Creative Services team possess the right skills, technology and equipment to deliver good quality services and that they share their expertise across the department to build organisational capability ensuring they have access to the technology and equipment to enable this.
6. Ensure that training, guidance and support is in place for officers and staff to comply with corporate and legal standards and best practice for communicating digitally with their communities.
7. Develop and maintains the corporate brand design guidelines ensuring force brand identity and values are represented and communicated effectively and consistently through all appropriate channels on and off line.
8. Identify, develop and apply evaluation tools and techniques to continuously assess the effectiveness of the forces digital communication activity.

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9. Champion continuous improvement, the application of best practice within the department and force through the identification and implementation of new digital and creative communication opportunities and methods in line with ICT and security requirements.

10. Apply digital and creative expertise to contribute to the department's major incident preparedness and crisis communications plans and ensure Digital and Creative Services preparedness in the event of this nature.

c. **DIMENSIONS:** Include matters such as key result areas that make the greatest demands on the role holder, seasonal pressures, items processed, the number of customers and/or level of authority to make financial decisions or commit other resources.

**Further Comments:**

The role is instrumental to ensuring the delivery of internal and external communications through the delivery of effective channels and engaging content in line with the force's vision, priorities and Strategic Plan.

The role requires providing specialist advice to senior officers and staff and the ability to negotiate and influence on a senior level.

Reports directly to the Deputy Head of Department.

As a member of the Department's Senior Management Team, you will be required to lead or oversee on other tasks and projects as required appropriate to this grade.

Requirement to work unsociable hours including weekends depending on operational / organisational need.

**d. CHARACTERISTICS OF THE ROLE**

**Expertise:** Concerned with the level of administrative, professional and/or technical expertise (knowledge and skills) needed to perform the role effectively; may be acquired through experience, specialised training, and/or professional or specialist education and training.

<b>The knowledge or skills required in the role are as follows (essential or desirable):</b>	<b>E/D</b>
1. Educated to degree level, and/or a professional qualification in communications or equivalent experience.	E
2. Experience of working in a large public or private sector organisation.	E
3. Experience of managing and developing team of specialists.	E
4. Proven and demonstrable experience of working to advise people at all levels within an organisation on communications strategy, planning and delivery and the role of digital and creative whilst operating in a pressured environment often with short timescales.	E
5. Excellent writing skills for a variety of digital mediums and ability to proof read.	E
6. Excellent interpersonal skills, a good team player and sound problem solving ability.	E
7. Working knowledge of web-based technologies, software, implementing content management systems and scripting languages and digital media	D
8. Working knowledge of accessibility standards for design and across digital platforms.	D
9. Understanding of Media Law.	D