

Job Title: Senior Digital Communications Officer	
Job Evaluation Number	C339

JOB DESCRIPTION

Job Title: Senior Digital Communications Officer	Location: HQ South
Job Family: Business Support	Role Profile Title: BB4 Police Staff
Reports To: Digital & Creative Services Manager	Band level: 4I
Staff Responsibilities (direct line management of): Nil	

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

The overall purpose of the role is to: manage the innovation, planning, co-ordination, development, delivery and evaluation of the day-to-day digital content for TVP across all Force digital channels, both internal and external.

b. **KEY ACCOUNTABILITY AREAS:** Define the important aspect 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. Increase and develop digital public engagement across all TVP social media and internal channels by reviewing and producing engaging content including copy, pictures and videos and analysing the impact. Attend the scenes of incidents and operations
2. Identify areas of risk in relation to social media that are likely to have an impact on public confidence or generate significant social media interest and take appropriate action. Ensure preparedness within the team for a Major Incidence for content creation and use of digital channels.
3. Take the lead on day-to-day delivery and co-ordination of social media across all force accounts by providing advice to senior officers and staff and co-ordinating the social media output within Corporate Communications.
4. Lead on support and guidance on the force Digital systems, including creating and managing an administration database of authorised users to include details of password changes and user agreements. Also, provide training, coaching and advice to internal users to upskill as necessary, sharing best practice, and ensuring the most effective use of our Social Media Platform with regular evaluation and comparison with other providers to ensure legislative compliance, innovation and value for money.
5. Horizon scan and contribute to planning of engaging social media content capitalising on opportunities, mitigating risks and co-ordinating content within the force.
6. Seek out, evaluate and introduce innovative new ways of engaging with the public through digital including channel development. As subject matter expert champion digital media across the Force, improve engagement and awareness of new digital developments. Seek and share best practice from other police forces, public sector, private sector and the wider community.
7. When required, represent the Force and / or members of the senior management team at daily management meetings, briefing and operations.
8. Oversee the Digital Team including the Digital Officers to ensure the successful planning, co-ordination, delivery and evaluation of social media across all Force accounts.

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c. **DIMENSIONS:** Include matters 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 in ensuring the successful innovation, planning, coordination, delivery and evaluation of social media across all force accounts. The role holder will need to manage the competing demands of Corporate Communications requirements along with the demands of external departments. The role holder will work with managers and staff at all levels of the organisation to promote the use of digital and social media.
Proven experience of negotiating and influencing at a senior level as the role requires the role holder to provide specialist tactical advice to senior officers.
At times, the role holder will require a level of flexibility around working hours and / or weekend working e.g. a late night policing operation or a major incident that occurs at a weekend.

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.

The knowledge or skills required in the role are as follows (essential or desirable):	E/D
1. A digital media expert with a nationally recognised qualification in digital/social media. Experience of working in a large organisation with a significant external digital media profile whilst producing professional compelling video, pictures and written content.	E
2. Experience of photo and video editing / infographics to high standards. Ability to learn / understand new digital tools and techniques quickly.	E
3. Ability to work effectively with minimum supervision whilst remaining team focussed. Ability to work under pressure, prioritise workloads, problem solve and produce accurate work within tight deadlines.	E
4. Proven ability to plan, prioritise, implement and monitor digital campaigns and communication strategies with strong organisational, administrative and project management skills to deliver successful outcomes.	E
5. Excellent IT skills and a thorough understanding of the use of digital channels for communication. Experience in the use and understanding of web technologies and a web content management system.	E
6. Proven experience of negotiating and influencing at senior levels of a large organisation.	E
7. Must have the capability to travel to different locations across the force area to undertake all assignments in a timely manner. Due to the requirement to work flexibly, unsocial hours and personal safety for lone working; public transport may not be available or suitable at these times. For this reason a full UK driving licence is considered essential.*	E
8. An understanding of evaluation approaches and statistical analysis skills to interpret, present and make sound recommendations on data.	E
9. A knowledge and understanding of media law. (training will be provided)	D
Additional comments: * working hours are specific to each role and will be discussed at interview.	