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| Job Title: Digital Communications Officer | |
| Job Evaluation Number | B705 |

JOB DESCRIPTION

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| Job Title: Digital Communications Officer | Location: Corporate Communications, HQ South |
| Job Family: Business Support | Role Profile Title: BB3 Police Staff |
| Reports To: Digital & Creative Services Manager | Band level: 3H |
| 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: Produce engaging digital content for both internal and external communications through commissioning graphic design, taking pictures, producing video and writing copy.

Provide effective two way communications between the Force and external audiences by supporting the maintenance and the development of digital and social media.

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: | % time |
|---|---------------|
| 1. Increase public engagement between Thames Valley Police and its communities by producing engaging content including copy, pictures and videos, across all TVP digital channels. This will involve attending the scene of incidents and operations. | 30 |
| 2. Update, improve and publicise the Force website on a regular basis, create engaging content, ensuring we comply with accessibility requirements. Ensure the Force website homepage is kept fresh and up-to-date, ensuring press releases are presented according to standards, and ensure our statutory responsibilities under the ACPO publications scheme are met. | 20 |
| 3. Promote the use of digital and social media internally to increase the number of officers and staff using it and externally to increase community sign up | 10 |
| 4. Monitor the performance of digital and social media as key methods of public engagement, coaching and advising internal users, updating the training package where required, sharing best practice, and ensuring the service delivers the objectives of the Force Social Media Strategy. | 10 |
| 5. Contribute to the planning and content of the monthly in-house publication Thames View, focussing on the use of digital content and creation. | 10 |
| 6. Provide support and guidance on the force Digital systems, including creating and maintaining an administration database of authorised users to include details of password changes and user agreements. | 5 |
| 7. Respond to comments posted on digital and social media channels ensuring that comments are forwarded to the appropriate departments and a daily report is circulated to highlight any reputational issues or trends relating to the Force. | 5 |
| 8. Provide support for other sections of the department in the case of unforeseen demand or emergencies. | 5 |

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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

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| Further Comments: |
| Reports directly to the Digital and Community Engagement Manager and will work at levels 2 and 3 of the department service delivery model. |
| Will have contact with managers and staff at all levels of the organisation to promote the use of digital and social media. |
| Will liaise and work with senior and chief officers and managers in creating and checking content. |
| Will work with the force to promote and encourage the use of digital and social media for proactive and reactive messages. |

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: | E/D |
|--|------------|
| 1. A nationally recognised qualification in digital/social media, communications, or journalism or equivalent relevant experience. | E |
| 2. Recent and proven experience in the use of digital and social media in a work/ business environment for an organisation. | E |
| 3. Relevant experience of sub editing and commissioning photography and design. | E |
| 4. Proven ability to recognise a good story and act on own initiative to keep the on line publications fresh and up to date. | E |
| 5. A good knowledge of web communications, social networking and the use of content management software. | E |
| 6. Excellent interpersonal skills in order to be able to liaise, negotiate and influence with people at all levels of the organisation. | E |
| 7. The ability to make, edit and post short video clips and pictures to digital and social networking sites. | E |
| 8. Good planning skills to be able to work to tight deadlines, while remaining calm under pressure. | E |
| 10. 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 |
| 9. Knowledge and experience of digital or social media monitoring and analysis tools and producing performance reports. | D |

Additional comments: At interview, candidates will be asked to:
 * confirm their willingness to undertake this Basic Driving Assessment, which in turn will enable the use of a police authorised vehicle