ROLE PROFILE

Role Title	Digital Development Assistant	Reporting to	Digital Development Officer
Section	Corporate Communications	District/Department	Corporate Support
Tenure		Rank/Grade	Scale 6

Part A – JOB DESCRIPTION

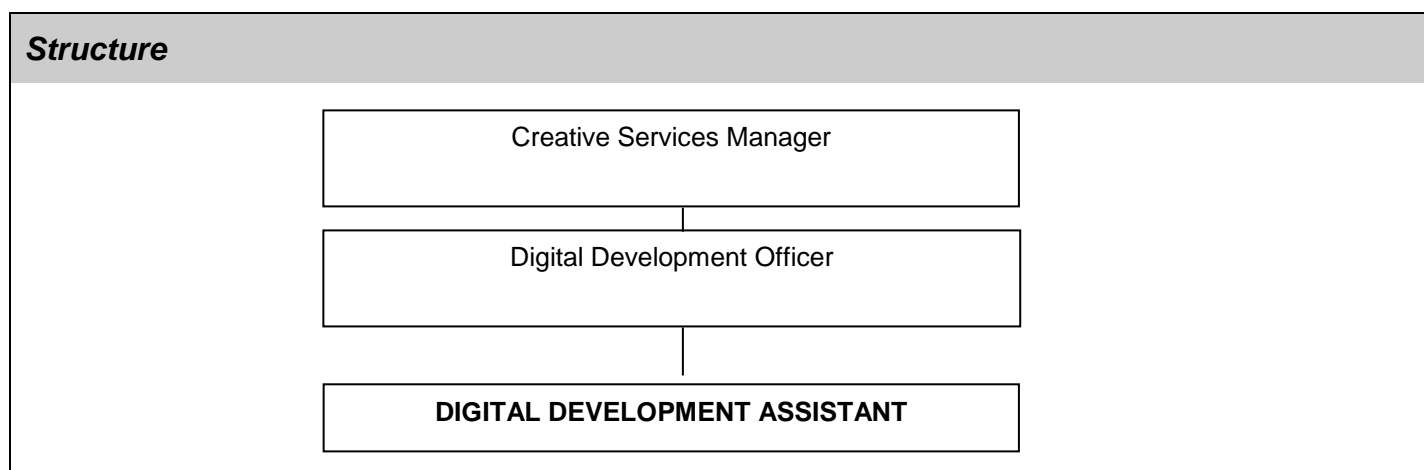| Overall purpose of role	To support the work of the Creative Services Manager in delivery of Operational Corporate Communications. Assist in the delivery of digital communications, both internally and externally, ensuring effective and positive communications, helping support operational policing activity and increasing public confidence and satisfaction.

Key outputs for role

1. Lead by example and behave in line with the Police Code of Ethics ensuring that the force values and behavioural expectations are clearly understood and considered by managers, officers and staff in their decision making and actions; reinforcing and influencing them through all interactions and processes.

2. Assist in the design, development and co-ordination of digital communication channels to enhance the Force's reputation, supporting operational policing activity, increasing knowledge and understanding, improving public confidence and satisfaction.

3. Create and edit Force messages and multimedia across digital platforms, internally and externally, ensuring data and content is appropriate, timely and compliant with Force policy and relevant legislation

4. Maintaining awareness of new and developing technologies to ensure the force is at the forefront of its use of digital media.

5. Regularly monitor access to Force and other community digital channels, evaluate the effectiveness of the service provided and ensure target audiences are being reached.

6. Provide advice, support and training for staff across the Force, promoting best practice and Force objectives.

7. Create regular reports evaluating Force performance across digital channels, identifying trends and new opportunities for effective corporate communications.

8. Work closely with other aspects of the Corporate Communications portfolio as requested by the Principal Information Officer.

Dimensions *(Financial/Statistical/Mandates/Constraints/No. of direct reports)*

- Provide support to approximately 300 web/intranet authors and supervisors across the Force.

Work/Business contacts

Internal: All ranks of officers and staff.

External: Community representatives, commercial suppliers, partners and other forces.

Expertise in Role Required (At selection - Level 1)	Essential or Desirable
• Knowledge of computer packages, digital and social communications	Essential
• Educated to degree level or proven relevant professional experience in digital communications.	Essential
• Experience in media/communications field, including written and proof-reading stories	Desirable
• Good knowledge and experience of police or relevant public sector organisations.	Desirable
Other (Physical, mobility, local conditions)	
• Ability and willingness to travel for business purpose.	Essential
• Ability and willingness to work flexibly in order to support the work of the Corporate Support Department.	Essential
• Willingness to work in any post appropriate to the grade, at such other place within the Force, as may be reasonable required.	Essential

Expertise in Role - After initial development - Level 2
• Knowledge of Force contacts, structures and area of responsibility
• Knowledge of social and digital communications networks
• Able to undertake requirements of job with minimum referral
• Recognised source of advice on web and multimedia developments
• Demonstrates a portfolio of successful post related projects

Structure

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│      Creative Services Manager       │
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│      Digital Development Officer     │
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┌─────────────────────────────────────┐
│   DIGITAL DEVELOPMENT ASSISTANT      │
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PART B – COMPETENCIES & VALUES

Competency and Values Framework –
http://www.college.police.uk/What-we-do/Development/competency-and-values-framework/Documents/Competency-and-Values-Framework-for-Policing_4.11.16.pdf

Level 1 –Practitioner

PART C - DEVELOPMENT OF ROLE

Expertise in Role (Advanced - Level 3)

- Knowledge of departmental policies, procedures and systems

- Knowledge of computer applications and tools such as: Website Content Management Systems, MS Word/Excel/PowerPoint, Lotus Notes databases etc

- Knowledge of Force contacts, structures and areas of responsibility

- A source of advice on web training/promotion issues

PART D - ACCESS & VETTING

Standard IT Access	Default
Police Building (Perimeter and Zone access)	Perimeter Access to buildings where based
Vetting Level	Recruitment Vetting
Date accepted as a role profile	