

Senior Digital and Communications Officer

JE Code: JE2370

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| **Values – We are dedicated, respectful, collaborative, we are Milton Keynes Council** | |
| **Service** | Communications |
| **Reports to:** | Creative Services Manager |
| **Job Family** | Professional & Technical |
| **Grade:** | G |
| **Political restricted**  **Date:** | N  April 2022 |

**Key Deliverables**

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| **1.** | Produce multi-disciplinary content for the council including video, photography, animation, copywriting and graphic design, so that all audiences understand and engage in council services, decisions and performance. |
| **2.** | Deliver and grow effective and engaging social and direct channels for the council, based on agreed metrics, to increase public engagement. |
| **3.** | Engage audiences effectively through memorable communications and consultation activities, using targeted channels and methods so that audiences feel well informed. |
| **4.** | Contribute to the council’s production and broadcast function, delivering high quality live and video broadcasts to staff, stakeholders and the public. |
| **5.** | Develop content for the council’s intranet and internet sites that is consistent with both council policy and national standards and meets statutory obligations. |
| **6.** | Deliver an effective, appealing, robust and accessible staff intranet that allows employees to easily access council policies and information. Maximise options to integrate the intranet with other council technologies (e.g. SharePoint). *Note, a project to migrate the Council’s intranet onto a SharePoint site is a key part of the first year of this role.* |
| **7.** | Deliver engaging employee communications channels and messages, regularly evaluating their impact and adjusting material to increase readership and positive response. |
| **8.** | Exercise quality control over council communications produced by services, ensuring that web updates, social content and publications meet council standards for branding, accessibility and plain English. |
| **9.** | Support emergency leads to provide a consistent communications response to issues and emergencies, including media and stakeholder updates and other communications as required. |

**Essential Requirements (key skills & qualifications)**

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| **1.** | Educated to degree level in a relevant field and have experience (min two years) in a communications role supported by knowledge of and confidence in a variety of communications methodologies and tools including video production, social media platforms, web content management systems, and appropriate software packages (such as Adobe creative suite). |
| **2.** | Evidence of implementing communications activities in organisations (public, private or voluntary sector) and in managing competing demands and deadlines. |
| **3.** | Evidence of maintaining effective personal work and project plans. Evidence of being able to work autonomously. Ability to translate concepts into practical plans. Demonstrate success in planning budgets accurately. Ability to analyse and evaluate. |
| **4.** | Communicates clearly and effectively both verbally and in writing. High level of attention to detail. Knowledge of best practice in the use of plain English, writing for the web and for different audiences. |
| **5.** | Understanding of good practice in social and digital channels: user experience, user testing, accessibility, digital inclusion and SEO. Understands and responds to equality and diversity needs. |
| **6.** | Evidence of success in working productively with colleagues and partners and to achieve co-operation from others as demonstrated by evidence of success in working productively with colleagues, councillors, stakeholders, agencies and partners using influencing and negotiating skills. Political awareness and sensitivity. NEW Promotes equality and diversity. Highly developed oral and written skills. |



Job Family

Professional & Technical

Grade G

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| **Colleagues Expectations**   * Be professional at all times * Work together for the good of the team, council and local people * Promote a supportive culture * Challenge assumptions * Take ownership * Be willing to change and do things differently * Always work in a safe manner | **Managers expectations**   * Be a role model by displaying positive behaviours at all times * Make well-considered decisions * Support, coach and communicate with my team * Be accountable for my team’s performance |

**Job Family- Professional & Technical**

**Role characteristics**

At this level with dedicated specialist qualifications or an equivalent level of direct experience in their particular field, job holders deal autonomously with complex issues, analysing and forming judgements about not only their own technical or professional specialism, but also the attendant resource, finance, planning and similar issues that combine to challenge the job holder.

**The knowledge and skills required**

The range of knowledge required for these roles includes an understanding of the policies and procedures across the specialist area in which job holders work as well as a solid underpinning of technical knowledge gained through dedicated, formal education. Together, these requirements would usually mean that job holders have been working within the specific field for a reasonable time, such that they have been exposed to many of the routine and more unexpected circumstances of their role.

While the majority of roles will have demands for manual dexterity in relation to typing and similar functions, jobs will use a range of equipment requiring precision in their use and handling.

**The type of thinking, planning and communicating necessary**

The situations and problems dealt with at this level will be increasingly complex, involving several information streams where analytical and judgemental skills will be needed to interpret information correctly and determine optimum solutions. While job holders will have plenty of day to day issues to contend with, they will also need to plan some months ahead to achieve medium-term objectives in such areas as project support or service development.

At this level, the information exchanged with internal and external colleagues, and members of the public will call for developed communication skills on the part of the job holders. Matters will be technically complicated, requiring careful explanation, or sensitive, requiring signficant listening skills to interpret information and provide appropriate advice.

**The freedom to make decisions and innovate**

job holders will have the autonomy to adapt specific approaches to better meet medium term objectives. They will be bound by the recognised procedural framework of their specialism as it is managed by the Council, but will decide when and precisely how duties are to be carried out. They will also deal with problems (often escalated to this level) for which there are no set-down routes to a solution other than broad service practice guidelines.

**The areas of responsibility**

With a diverse range of jobs being represented at this level of the PT family, the precise blend of responsibilities for which the job holder is accountable will depend upon the service in which they operate.

External facing roles will focus on the needs of people - whether external service users or partners - and will be responsible for high-impact decision making and the implementation of appropriate programmes on behalf of individuals or groups of people OR enforcement of regulations which have direct and significant consequences upon those served. Such roles are likely to have only modest levels of responsibility for for finance, information assets, equipment, premises etc.

Internal roles are likely to have this pattern reversed, with weightier responsibility for significant financial and non-financial assets, but less for the assessment of needs of individuals and groups.

jobs will have supervisory responsibility for the work of others and will be accountable for the quality and timeliness of outputs, whether related to the work of internal teams or temporary external contractors, volunteers or others.

**The impacts and demands of the role**

At this level, tasks and duties will be generally carried out in a sedentary position but there will always be a requirement for standing and walking from time to time, and the occasional need to lift or carry items.

The problem solving and decision making elements of these jobs mean that job holders require lengthy periods of enhanced mental attention to attend to duties, while also dealing with deadlines, interruptions and conflicting demands.

Duties of jobs at this level in the PT family will not require job holders to develop and maintain working relationships with people who, through their circumstances or behaviour, place particular emotional demands on the job holder.

Many Professional / Technical job holders find themselves exposed to some disagreeable, unpleasant or hazardous working conditions when the particular needs of their specialism requires them to work on external sites exposed to the weather, in or around refuse and waste plant, close to particularly noisy machinery and in similar environments. Other PT jobs, such as enforcement roles, may also see job holders exposed to verbal abuse and threatening environments. In all cases, job holders will minimise risk and conform to health and safety regulations to mitigate any negative effects of such exposure.