

Job Profile

Position Details	
Post	Digital Communications Officer
Service Area	Strategy and Communications
Reports to	Digital Communications Manager
Grade	PO2
Job Family	To be completed by HR

Role Purpose
Development, monitoring and continuous improvement of Haringey's online information channels, including the Council's website, intranet and other digital communication facilities; to ensure that our service offering is relevant, up to date, available and accessible to customers and colleagues.

Main Responsibilities
<ol style="list-style-type: none"> 1. Review, edit and approve content submitted for publishing via our Web Content Management systems (Drupal and Wordpress) to ensure all content is accurate, legal, usable and accessible. 2. Research, manage and deliver new online solutions including microsites, e-forms, social media channels, e-newsletters and other digital channels, to support our online communications and digital transformation objectives. 3. Monitor, process and respond to public, staff and member feedback received via online channels ensuring issues are dealt with or passed onto the correct teams in a timely and sensitive manner. 4. Carry out expert reviews, reports, surveys and user testing of new and existing online channels to ensure they meet with our usability, accessibility, quality and branding standards. 5. Using user feedback and analytics, work with services to understand the current and desired online user experience and to design, prototype and implement improved content. 6. Develop prototypes for new web content and forms – working closely with businesses and web developers to understand requirements and deliver a successful solution. 7. Use a range of tools including content management systems, photo and video editing tools, adobe acrobat, google analytics, e-newsletter creation and social media management tools to deliver usable and accessible content across a range of online channels. 8. Provide expert advice, training and support to services and web publishers to help them develop effective, usable and compelling online services. 9. Monitor and troubleshoot our online channels to ensure they are functioning correctly and to

liaise with IT and suppliers to troubleshoot and fix any issues arising.

Generic Responsibilities

1. Understanding, knowledge and ability to follow guidelines that ensures compliance with Health and Safety at Work, Data Protection and other statutory requirements.
2. Understanding and commitment to promoting and implementing the Council's Equal Opportunities policies.
3. Knowledge and experience of using IT.
4. To undertake any other temporary responsibilities aligned with the overall purpose and grade of the role.

Knowledge, Qualifications, Skills and Experience	Essential or Desirable
<ul style="list-style-type: none"> Experience of designing and editing usable and accessible web content on high profile websites and intranets. 	E
<ul style="list-style-type: none"> Demonstrable understanding and experience of website usability and accessibility best practice and guidelines. 	E
<ul style="list-style-type: none"> Excellent proofing and written English skills with a keen eye for detail. 	E
<ul style="list-style-type: none"> Experience of using website analytics software to provide meaningful and actionable reports and insights into customer behaviour. 	E
<ul style="list-style-type: none"> Relevant technical expertise and skills, including the use of Content Management Systems, html/css, photo and video editing tools, Adobe Acrobat, Mailchimp, social media and MS Office. 	E
<ul style="list-style-type: none"> Experience of establishing effective working relationships and to organise and prioritise work under pressure and to tight deadlines. 	E
<ul style="list-style-type: none"> Proven ability to effectively and sensitively communicate with a wide range of people including service managers, senior officers, members, web publishers and the general public. 	E
<ul style="list-style-type: none"> Experience of project management to deliver successful digital solutions. 	D
<ul style="list-style-type: none"> Experience of delivering training sessions to staff and partners. 	D
<ul style="list-style-type: none"> An understanding of and commitment to the council's vision and values. 	E

Main Contacts & Other Information

Main Contacts:
 Digital Communications Manager
 Corporate Communications

Shared Digital IT Services Council web publishers, service managers and business analysts External delivery partners Local residents and businesses
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Organisational Structure

Please provide organisation structure chart.
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Additional Information

Please complete the additional information as fully as you can.

Supervision / Management of People				
Please indicate which group best describes the total number of staff the post holder is responsible for:				
None	Up to 5 staff	6 to 15 staff	16 to 49 staff	50 plus staff
✓				
Are the staff based at the same work location?				n/a
Will the post holder be responsible for contract / agency / project staff?				n/a

In the normal course of their duties would it be reasonable to expect the job holder to undertake, or be involved in, any of the following on a regular basis.

If Yes, please provide an estimate of the % of their working day this involves.

Work Environment					
Activity	Yes/No	% of working day	Activity	Yes/No	% of working day
Office duties.	Yes	100%	Use of a computer.	Yes	90%
Audio typing.	No		Crisis or conflict situations.	No	
Walking more than a mile.	No		Manual handling.	No	
Working alone or in isolation.	No		Working in confined spaces.	No	
Driving a car, van or minibus.	No		Preparing or serving food.	No	
Exposure to infectious diseases, e.g. Tuberculosis (TB) or Hepatitis B.	No		Working in awkward positions, e.g. stooping, bending, reaching.	No	
Exposure to substances hazardous to health, including lead, asbestos or radioactive substances.	No		Operating heavy or hazardous machinery including forklifts, diggers or cranes.	No	
Regular and repetitive movements.	No		Working shifts / unsocial hours, nights.	No	
Outdoor work involving uneven surfaces.	No		Standing or sitting for prolonged periods.	Yes	90%

Activity	Yes/No	% of working day	Activity	Yes/No	% of working day
Working shifts / unsocial hours / nights.	No		Working at heights / on ladders, roof work.	No	
Teaching, or responsibility for, children.	No		Outdoor work involving extremes of temperature.	No	
Electrical hazards.	No		Control and restraint.	No	

Resources – identify & list personal and identifiable accountability for physical and financial resources including those of clients:
N/A
Cash/Financial Resources - Is the post personally and identifiably accountable for the accurate handling / security of cash and cheques? If yes, specify the average amount controlled at any one time and the nature of the accountability:
N/A
Plant/Equipment - is the post personally accountable for the proper use / safekeeping of plant / equipment? If yes, please indicate the type(s) of plant/equipment and the nature of the accountability:
N/A
Stocks/Materials - Is the post personally accountable for materials / items of stock? If yes, please indicate the type and approximate value and the nature of accountability:
N/A
Data Systems - is the post personally accountable for the use, manipulation and safekeeping of data systems whether manual or computerised? If yes please indicate the type of system(s) and the nature of the accountability, whilst explaining the importance of the data systems to the Council's operations:
Yes – the post is responsible for managing the website and intranet and other online channels using Web Content Management systems to do this.
Buildings - Is the post personally accountable for the proper use and safekeeping of buildings? If yes please indicate the type of building(s) concerned and the nature of the accountability:
N/A