

# Job Profile

Position Details	
Post	Digital Communications Officer
Service Area	Strategy and Communications
Reports to	Digital Communications Manager
Grade	PO2

Role Purpose
<p>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.</p>

Main Responsibilities
<ol style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>6. Develop prototypes for new web content and forms – working closely with businesses and web developers to understand requirements and deliver a successful solution.</li> <li>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.</li> <li>8. Provide expert advice, training and support to services and web publishers to help them develop effective, usable and compelling online services.</li> <li>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.</li> </ol>

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Generic Responsibilities
<ol style="list-style-type: none"><li>1. Understanding, knowledge and ability to follow guidelines that ensures compliance with Health and Safety at Work, Data Protection and other statutory requirements.</li><li>2. Understanding and commitment to promoting and implementing the Council's Equal Opportunities policies.</li><li>3. Knowledge and experience of using IT.</li><li>4. To undertake any other temporary responsibilities aligned with the overall purpose and grade of the role.</li></ol>

Knowledge, Qualifications, Skills and Experience	Essential (E) or Desirable (D)
<ul style="list-style-type: none"><li>• Experience of designing and editing usable and accessible web content on high profile websites and intranets.</li></ul>	E
<ul style="list-style-type: none"><li>• Demonstrable understanding and experience of website usability and accessibility best practice and guidelines.</li></ul>	E
<ul style="list-style-type: none"><li>• Excellent proofing and written English skills with a keen eye for detail.</li></ul>	E
<ul style="list-style-type: none"><li>• Experience of using website analytics software to provide meaningful and actionable reports and insights into customer behaviour.</li></ul>	E
<ul style="list-style-type: none"><li>• 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.</li></ul>	E
<ul style="list-style-type: none"><li>• Experience of establishing effective working relationships and to organise and prioritise work under pressure and to tight deadlines.</li></ul>	E
<ul style="list-style-type: none"><li>• 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.</li></ul>	E
<ul style="list-style-type: none"><li>• Experience of project management to deliver successful digital solutions.</li></ul>	D
<ul style="list-style-type: none"><li>• Experience of delivering training sessions to staff and partners.</li></ul>	D
<ul style="list-style-type: none"><li>• An understanding of and commitment to the council's vision and values.</li></ul>	E

Main Contacts & Other Information
<p><u>Main Contacts:</u> Digital Communications Manager Corporate Communications</p>

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

## Organisational Structure

