



EMILY SPURRELL
MERSEYSIDE POLICE
& CRIME COMMISSIONER

JOB DESCRIPTION QUESTIONNAIRE (J.D.Q.)

HMI CATEGORY CODE:

DIRECTORATE:

Office of the Police and Crime
Commissioner (OPCC) for Merseyside

AREA/DEPT:

FAU:

SECTION:

Press and Media

JOB TITLE:

**DIGITAL COMMUNICATIONS AND
MARKETING OFFICER**

REPORTS TO:

Press Secretary

CURRENT RANK/GRADE:

E

DATE:

June 2021

1. JOB PURPOSE: (Briefly state your job's overall objectives. To.....")

To develop and deliver effective, high-quality creative and digital campaigns, communications and marketing activities to build awareness of, and help build trust, satisfaction and confidence in the Police and Crime Commissioner (PCC).

Utilise knowledge and expertise of digital communications and marketing to generate ideas to deliver a strong brand identity and strengthen relationships with Merseyside's communities and other stakeholders.

2. PRINCIPAL ACCOUNTABILITIES:

(Describe the important end results you are expected to achieve).

- a) Create meaningful, eye-catching and high-quality content which engages audiences and shows the positive impact the PCC's work is having for communities on Merseyside. This includes writing copy, taking photographs, creating still and motion graphics, as well as filming and editing video, to be used on a variety of digital engagement channels that the OPCC owns and for use in campaign delivery.

- b) Actively monitor, respond and proactively engage with users of the digital engagement channels that the OPCC owns, maintaining a high level of engagement with our audiences and supporting the continued development and growth of all channels.
- c) Maintain and support the development of the PCC's external website and her Victim Care Merseyside website with requests from content owners across the OPCC, ensuring that content is within our corporate house style.
- d) Support the Police and Crime Commissioner at events and public meetings by developing engaging content, including photographs, videos and copy, which can be streamed live through the OPCC's digital channels and can be used to produce post-event communications content. Developing ideas from initial concept to final production.
- e) Identify tactics to proactively increase audiences on our digital engagement channels. This includes researching, analysing and recommending new digital engagement opportunities, whether creating new channels or simply finding new/smarter ways of working, so that the Press Secretary can consider developing these to help the communities that we serve.
- f) Act as the OPCC's digital expert, championing digital engagement opportunities across the workforce and recommending ideas to help the team become more effective. This includes providing training and support for staff that are authorised users of digital engagement channels.
- g) Regularly maintain security information for accessing our digital platforms and ensure platforms are compliant with accessibility and privacy policies.
- h) Analyse and evaluate the effectiveness of content and review performance information to help compile meaningful reports to help inform senior stakeholders of digital engagement activities and identify trends, issues and areas for improvement.
- i) Support the Press Secretary in producing effective communications content and materials, including writing media releases, producing newsletters, web communications, marketing and campaign materials
- j) Deputise for the Press Secretary when required and attend events / meetings out-of-hours.
- k) Commission and manage external suppliers, including agencies, designers and photographers according to the Office of the PCC's procurement process where necessary.

- 1) Be accountable for all Health and Safety issues, including risk assessment, pertaining to the post holder's area of responsibility in order to fulfil the statutory obligations of the Health and Safety at Work Act 1974.

3(a) KNOWLEDGE AND EXPERIENCE:

(What kind of knowledge, skills and experience are necessary to enable satisfactory performance in the job and why are they necessary?).

Must have a degree level qualification or equivalent specialist experience.

Must have a minimum of 12 months experience in either an agency environment or in-house within a professional organisation working within digital communications or marketing, including working with:

- Websites - authoring and maintaining content, experience of SEO;
- Social media - maintaining a social media presence, building a positive brand and brand guardianship, monitoring interactions and proactively developing these channels. Experience of setting up and optimising paid targeted digital campaigns;
- Photography and video production – with the ability to design, direct, film and edit engaging video content;
- Experience in creating engaging digital content, including writing engaging copy for digital platforms.

Excellent written and verbal communication skills including the ability to communicate with a variety of audiences through a range of mechanisms.

Excellent analytical skills. Working knowledge and experience with website, social media and other relevant analytics.

A good understanding of current and evolving web and social media channels and tools and enthusiasm for keeping up-to-date with the latest trends and best practices in marketing and communications.

Knowledge and proficiency with a wide range of and industry standard products, software and content management systems (CMS), such as Umbraco, WordPress, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premier and Adobe Acrobat, together with Microsoft Office products.

Sound knowledge of all relevant legislation affecting the creation and distribution of audio and/or visual material including, but not exclusively, the Data Protection Act, GDPR, copyright, media law, Human Rights Act

Knowledge or ability to gain knowledge of the work of the Police and Crime Commissioner, and local and national community and policing issues.

Excellent interpersonal skills, with the ability to communicate at all levels and develop good working relationship with staff across the OPCC, Merseyside Police and key partners.

The ability to independently prioritise and organise a varied workload whilst still being innovative and focused on delivering results. Ability to manage a busy work request diary through planning, prioritisation, accurate recording of work so as to be able to hit deadlines, handle multiple briefs and progress work flow at various stages.

The post-holder should possess a full driving license to travel around Merseyside to meet the demands of the role.

This post has been identified as politically restricted

3(b) (Does your post require any Police Powers, and if so what are they, and why are they necessary?)

4. RELATIONSHIPS:

(a) Supervisory responsibilities:

N/A

(b) Supervision Received:

The post-holder reports to the OPCC Press Secretary.

(c) Other Contacts:

(i) Within OPCC:

Regular contact with PCC, Chief Executive, Community Engagement Manager, Community Engagement Officers, Commissioning Policy and Research team and Private Office

(ii) Outside OPCC:

Merseyside Police at all levels, but in particular the News and Communications team, Victim Care Merseyside, community safety, criminal justice and voluntary partners, victims of crime, press, Government departments, the Association of PCCs, members of the public.

5. CONTEXT:

(a) **Operating Environment:** (Services provided, work patterns, who are the customers).

The post-holder will work within the flexi-time scheme. However, to meet the principle accountabilities of the post there will be a need for flexibility in this role. The post holder on occasion is required to work outside of 'flexi-time' hours i.e. weekends and evenings.

(b) **Framework and Boundaries:** (Policies and procedures which affect you and how these can be changed).

OPCC Policies and Procedures;
Merseyside Police Policies and Procedures;
Relevant Legislation;
Local & National Conditions of Service;
Force Policies & Procedures;
Data Protection Act;
Financial Regulations

(c) **Organisation:** (For each type of post that reports directly to you, outline below the posts overall responsibilities).

N/A

6. DIMENSIONS: (Indicate in quantitative terms, key areas on which your job has an impact).

Financial: The post-holder will be required to provide advice and information on associated costs to enable the OPCC Press Secretary and Chief Finance Officer to manage relevant spend.

Staff: N/A

Other: N/A

7. JOB CHALLENGES: (Describe the most challenging or complex parts of your job).

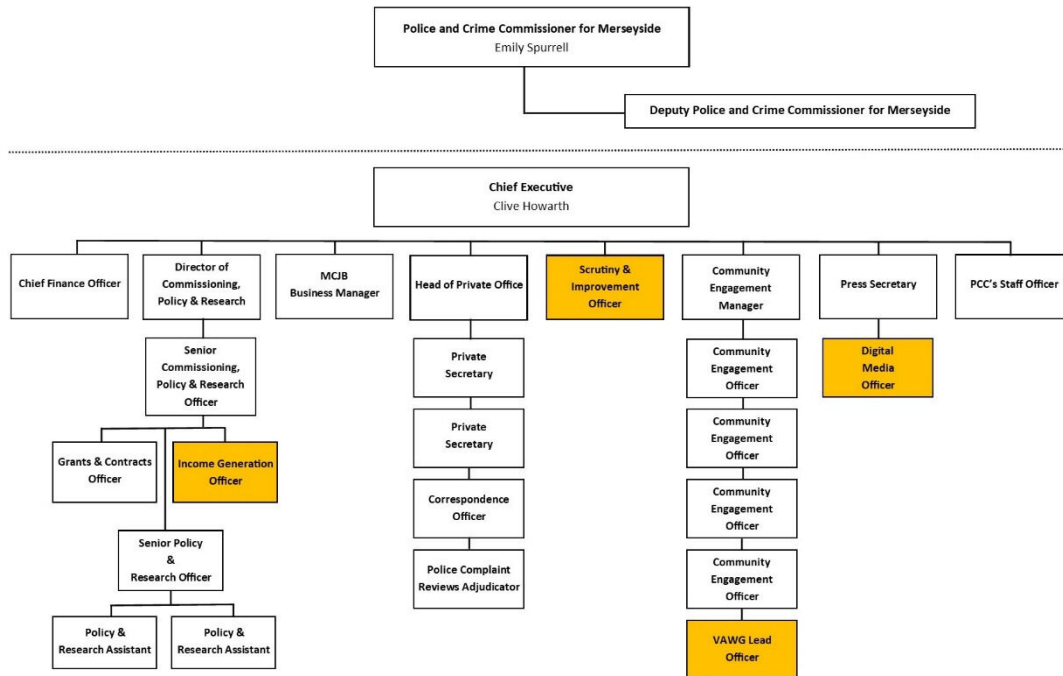
This is a new and developing role within the PCC's office. The post-holder will be expected to manage the work and expectations of the PCC to support priorities and focused engagement activity.

8. ADDITIONAL INFORMATION:

(Provide any further information, not included in your previous answers, which you consider would assist others to achieve a better understanding of your job).

9. ORGANISATIONAL STRUCTURE:

(Draw an organisational chart of your Department / Section, indicating the position of your post within it).



10. AGREEMENT OF QUESTIONNAIRE CONTENT:

(Please sign when completed)

POSTHOLDER'S NAME:

(Please print in block capitals)

POSTHOLDER'S SIGNATURE:

Date:

Extn

MANAGER'S NAME:

(Please print in block capitals)

MANAGER'S SIGNATURE:

Date:

Extn