



JOB DESCRIPTION QUESTIONNAIRE (J.D.Q.)

HMI CATEGORY CODE:

DIRECTORATE: Deputy Chief Constable
AREA/DEPT: Corporate Support & Development
FAU:
SECTION: News & Communications
JOB TITLE: **SOCIAL MEDIA OFFICER**
REPORTS TO: Creative, Digital and Social Media Manager
CURRENT RANK/GRADE: **E**
DATE: March 2020

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

To plan, generate, deliver and evaluate social media activity, creating, publishing and managing content, overseeing use of official force social media channels and managing engagement with communities on corporate social media channels as well as in online communities themselves..

2. PRINCIPAL ACCOUNTABILITIES:

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

- a) Provide advice and guidance as a lead advocate for the use of social media across the force and maximise engagement with the communities at a corporate level and via local activity. Ensure the force social media activity is consistently two-way and meets the needs of the community through the forces ability to listen, assess and respond.
- b) Actively monitor social media channels using appropriate software, ensuring content is appropriate and public engagement is managed effectively with comments/feedback responded to appropriately so that conversations can take place between the force and its customers on their platform of choice. Highlight issues of concern raised by the community to management when required. Respond to the public directly, on the main corporate accounts, during contracted hours, in line with force protocols.
- c) Contribute to development and delivery of the force social media policy and the social media strategy. Ensure the social media policy and associated procedures are adhered to and brand guidelines and high standards of output are maintained. Support the Creative, Digital and Social Media Manager in setting and embedding standards for social media content and delivery to ensure the News and Communications

team and other parts of the force consistently deliver high quality, engaging social media output

- d) Advise on the planning and creation of the social media element of initiatives/campaigns, both in terms of planned work and also dynamic, emerging opportunities on a daily basis.
- e) Develop the force's presence in online communities, utilising knowledge of how different social media platforms work, for example Facebook groups, so that key target audiences are engaged with and meaningful conversations are maintained resulting in better customer service
- f) Create and add new content including text, images and video to social media, ensuring material is relevant, engaging and contributes to force objectives. Target material at different audiences, scheduling content to maximize engagement and using tools and tactics to best reach and influence intended target audiences.
- g) Be a channel lead for key social media channels, using specialist knowledge and experience to advise the force on the best use of them for the force to engage our communities, transform our external appeals, engender trust, deliver the force's strategy and contribute towards achieving force objectives. Hold weekly channel management meetings within the News and Communications team (and other primary users of force social media, for example the force contact centre) to agree how the channels should be used for corporate communications each week, agreeing scheduled content and engagement opportunities, and avoiding clashes between content on regular social media channels.
- h) Horizon scan and keep up to date with new technology, emerging trends and best practice within the public and private sectors. Provide advice on advancing technology to ensure the force continues to utilize its social media channels to engage with its communities and contribute towards the delivery of force objectives.
- i) Collaborate with other team members so as to share knowledge of social media tactics, support the delivery of cross-team projects, identify and escalate reputational issues, spot opportunities for positive PR and advise/lead on the delivery of outbound content on social media channels
- j) Work with the Digital and Social Media Manager to instruct, demonstrate and impart knowledge of social media to all officers and staff to ensure that the quality of the force's content is optimised, risk is managed and the culture around the use and benefits of social media is improved. This will include rolling out access to team accounts to the appropriate frontline staff, providing ongoing guidance and

support, and refreshing access when the need arises.

- k) Analyse information and deliver evaluation of social media channels and activity and provide insight and analysis on this to colleagues within the News and Communications team and officers and staff of all levels to influence activity and drive continuous improvement. Make clear recommendations to ensure that our channels grow and are as effective and engaging as they can be. Provide support in the administration of all the force's social media channels, including adding, instructing and supporting new users and the production of reports.
- l) Support/advise the Creative, Digital and Social Media Manager in their role as lead for the force's use of social media management tools e.g. to include negotiating contracts, ensuring services meet our needs and offer value for money and that developments are properly rolled out and communicated and officers and staff receive the right training to enable successful adoption and usage.
- m) 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.
- n) Undertake all responsibilities relating to information management, data quality and information sharing, intelligence and information security to ensure accordance with the Authorised Professional Practice (APP) on Information Management, issued by the College of Policing, including the Home Office Code of Practice on the Management of Police Information (MoPI).

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 in social media management. Must have experience of producing material and content for publication in a number of digital formats on a range of social media platforms and have the knowledge of how to target specific communities.

Experience and understanding of social media algorithms and most effective use of different platforms to target communications at key audiences.

Experience of delivering social media engagement for a large organization together with experience of publishing content on social media for maximum impact.

Knowledge of the law concerning copyright, music licensing, media law and data protection and GDPR to ensure that all activity is conducted within the legal framework.

Experience of working in a large, multi-functional team and of working effectively to improve the wider team's performance

Strong and engaging writing skills with accuracy and attention to detail.

Possession of good communications skills with the ability to communicate at all levels throughout the organisation, from team members and stakeholders through to Chief Officers, as well as communicate directly with the general public in a human and professional manner (strong customer service skills). The post-holder should be able to negotiate and have the ability to positively influence others.

Experience of producing reports and analysing data to inform future tactics.

Experience of working on own initiative using creative ability to generate and deliver ideas which contribute to the delivery of team or organisational objectives

Good organisational skills with the ability to independently prioritise and organise a varied workload whilst focused on delivering results. Ability to manage a busy workload so that priority work is focused on and strict deadlines are delivered.

Well-developed analytical skills, with a passion for detail and desire to learn about emerging advancements.

It is desirable that the post-holder should possess a full driving licence to travel around the force area to meet the demands of the role.

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

No

4. RELATIONSHIPS:

(a) Supervisory responsibilities:

N/A

(b) Supervision Received:

The post-holder reports to the Creative, Digital and Social Media Manager, but is expected to work with minimal supervision

(c) **Other Contacts:**

(i) **Within Merseyside Police:**

Regular contact with all members of News and Communications Team

Regular contact with Local Policing and Departmental Management Teams and other personnel in general including Chief Officers.

(ii) **Outside Merseyside Police:**

Regular contact with outside agencies and suppliers, Office of Police and Crime Commissioner, social media service providers, other forces.

5. CONTEXT:

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

The post-holder will work a shift pattern covering office hours between 08.00-21.00. The post-holder needs to be flexible to meet any exceptional demands placed on the force or the team and will occasionally be required to work or attend weekend/evening events. Also needs to be able to provide News & Communications team support, flexibility and resilience during critical/major incidents.

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

A wide range of local and national policies and developments, which will be subject to constant change.

(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 regular advice and information on associated costs to enable the News and Communications senior leadership team to manage budget spend.

Staff: None

Other: To develop and maintain positive communication with internal and external customers of Merseyside Police.

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

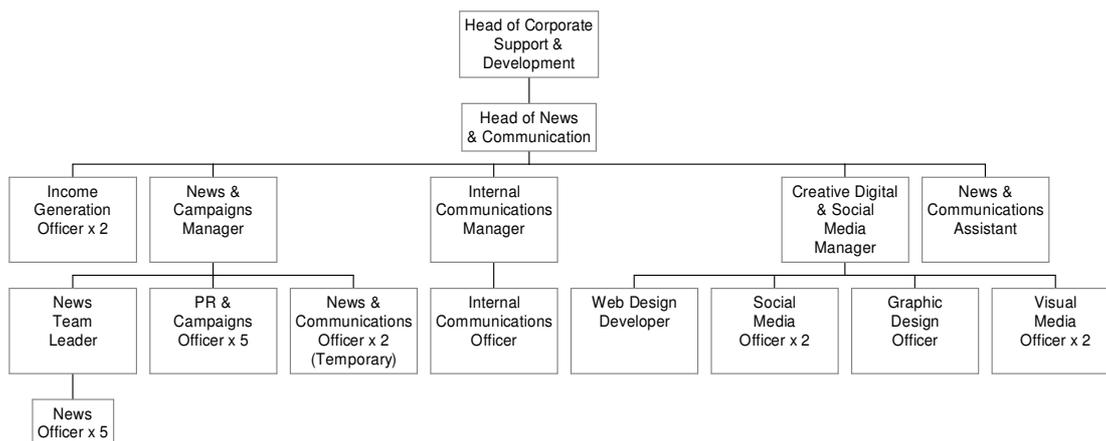
Work directly with officers and staff from around the force to ensure consistent and quality content and effective engagement with communities is delivered

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