JOB DESCRIPTION QUESTIONNAIRE (J.D.Q.)

HMI CATEGORY CODE:
DIRECTORATE: NWROCU (Regional Organised Crime Unit)
AREA/DEPT: Enabling Services
FAU:
SECTION: Enabling Services
JOB TITLE: Digital Media Marketing Officer
REPORTS TO: Marketing & Communication Manager
CURRENT RANK/GRADE: Grade E
DATE: March 2022

1. JOB PURPOSE:

To assist in the planning, coordination, development and delivery of all aspects of marketing communications, corporate communications, media, video development, digital and social media and consultation for the North-West Regional Organised Crime Unit (NWROCU).

The postholder will working closely with teams running investigations into cybercrime, economic crime, drugs conspiracies, modern slavery and human trafficking, child sexual abuse and exploitation, plus those who provide specialist tactics to support investigations run by our six regional forces (Cheshire, Cumbria, Greater Manchester, Lancashire, Merseyside and North Wales).

2. PRINCIPAL ACCOUNTABILITIES:

This is not a comprehensive list of all the task which may be required of the post holder. It is illustrative of the general nature and level of responsibility of the work to be undertaken.

To co-ordinate the marketing communication needs of the ROCU to ensure a consistent, professional and value for money service

- Write inspiring content for media and marketing materials to engage different audiences
- Responsibility for creating and adding new content including text, images and video to digital channels, ensuring material is relevant and engaging. To include knowledge of targeting material at different audiences, scheduling content to maximise reach and using tools like Facebook advertising, boosted posts, Twitter handles and hashtags to best effect.

- Utilising digital media to enhance the NWROCUs online presence, engagement and opportunity to communicate key messages through use of effective multi-media
- Evaluate and measure activity and use as a tool for planning future work
- 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.
- Day to day management of ROCU intranet and internet including content development
- Lead proactive media sell ins alongside receiving and responding to enquiries from national, regional, and local media
- To provide communication support to relevant operational activity, to improve awareness, perceptions, and satisfaction of the NWROCU
- Engage and build effective relationships with key stakeholders and partners to maximise communications reach and impact

3. KNOWLEDGE AND EXPERIENCE:

Essential:

- Educated to degree level or equivalent specialist experience of working in a marketing/ digital role within a corporate communication environment
- Strong written and oral communication skills, interpersonal and presentation skills to effectively represent the ROCU to the public and liaise with officers and staff at all levels and other forces and agencies as required. The post-holder should be able to negotiate and have the ability to positively influence others.
- Must have experience of producing material and content for publications in a number of digital formats on a range of social media platforms and have the knowledge of how to target specific audiences
- 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.
- Experience of producing reports and analysing data to inform future tactics.
- Be self-motivated and have the ability to work under pressure, prioritising workloads and working to tight timescales within an ever-changing environment
- Good understanding of the digital communications and social media landscape, particularly in terms of digital channels and content
- Professional experience in writing content and updating websites
- The ability to make, edit and post short video clips.

Desirable:

- Member of a relevant professional body such as the Chartered Institute of Marketing, Chartered Institute of Public Relations

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

4. RELATIONSHIPS:

a) Supervisory responsibilities: N/A

b) Supervision Received:

The post holder will report directly to the Marketing & Communication Manager but is expected to work with minimal supervision.

c) Other contacts

Within the NWROCU:

Regular contact with Senior Leadership Team/ staff of all ranks and grades within the NWROCU to provide advice, guidance and support on all aspects of corporate communication and initiatives.

Outside:

Contact with local forces and partner agencies including our six regional forces, Office of the Police and Crime Commissioner, NCA, City of London Police, Home Office, local media and the general public.

5. CONTEXT:

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

The post holder will be required to have contact with managers and staff at all levels of the organisation and provide a central point for marketing communication and research within the NWROCU, providing advice and ensuring communication and marketing activities are managed and developed effectively.

The post holder works within Merseyside Police's Flexi Working Hours policy. The pattern of work is broadly Monday to Friday (36.5 hours). The post-holder needs to be flexible to meet any exceptional demands placed on the NWROCU.

Based out of NWROCU premises in Warrington with opportunities to work agile.

(b) Framework and Boundaries:

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

6. DIMENSIONS:

Financial:

Contributes to the effective use of communications and marketing resources by

delivering content and campaigns in-house, reducing the need for external suppliers and ensuring value for money across communication activity.

Staff:

No direct line management responsibility.

Other:

- Supports communications activity for complex regional and national policing operations, investigations, campaigns and organisational change programmes across the North West.
- Delivers communications and engagement activity on behalf of the NWROCU, supporting collaboration with six police forces, national agencies, partner organisations, media outlets and community stakeholders.
- Influences organisational reputation through management of digital communications channels and the delivery of internal and external communications activity.
- Uses analytics, audience insight and performance data to evaluate impact and inform future communications approaches.

7. **JOB CHALLENGES:**

- Managing competing priorities and fast-moving operational demands.
- Producing communications about complex policing matters while ensuring legal, operational and reputational considerations are met.
- Balancing proactive communications with the protection of sensitive information.
- Influencing and advising officers and staff at all levels where there may be differing priorities.
- Keeping pace with changes in digital communications, technology and social media.

8. **ADDITIONAL INFO:**

- The post holder is required to work flexibly to support operational and organisational priorities, which may occasionally involve attendance at events, media opportunities or operational activity outside normal office hours.

- The role requires travel throughout the North West region to capture content, support engagement activity and develop relationships with regional partners and stakeholders.

- The post holder may be required to attend operational activity, court proceedings, partnership events and media opportunities to gather content and provide communications support, often dealing with sensitive or complex subject matter.

9. ORGANISATIONAL STRUCTURE:



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