Post Specification

Date	**January 2025**
PG Number	**8481**
Post Title	**Digital Communications Specialist**
Job Family	**Organisational Support**
Job Family Role Profile	**OS9**
Final Grade	**Grade 9**

To be read in conjunction with the job family role profile

Service Area description

Communications

Purpose of this post

To maximise the positive communication opportunities around the strategic priorities.
To support innovation in digital communications and marketing.
To support key partnerships and project work with digital communications and marketing

Key job specific accountabilities

1. Support the development of a new intranet for internal communication and sharing of corporate documents and information. Researching and analysing the needs of a variety of internal audiences.

2. Develop internal communications using Microsoft 365 apps (Office365 and Sharepoint) and other means of internal communication. Applying technical expertise to the selection and use of the suite of apps and technologies to the needs of the service.

3. Review existing communication and marketing channels for accessibility (WCAG 2.1) and make recommendations for improving accessibility. Identifying the issues and advising on technical solutions that meet the modern guidance on good practice.

4. Support the corporate communications and marketing with an emphasis on digital and social media. Supporting campaigns to encourage community participation and behaviour change.

5. Research the use of emerging technology such as AI.

6. Develop and manage a corporate image library and ensure compliance with GDPR and Data Protection legislation.

7. Support the ICT and digital team with website updates.

8. Promote excellence in customer service, a focus on continuous improvement and the promotion of these in the delivery of services and employment within the context of equality of opportunity and cultural diversity.

9. Implement and monitor a positive performance culture, complying with policies and procedures that enable delivery of agreed targets and service standards.

10. Establish and maintain effective two-way communication with staff, colleagues, Members and customers, seeking out and responding to opinions in order to further enhance the quality of

service delivery.

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11. Undertake such other duties that are required from time to time and are commensurate with this position, supporting the emergency planning and business continuity.

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget Responsibilities	• Limited
Staff Management Responsibilities	• Assist colleagues
Other	•

Essential Criteria - Qualifications, knowledge, experience and expertise

- Level 3 qualification in digital marketing or equivalent
- Level 2 qualifications in maths and English
- Level 4 qualification or equivalent in a related field (D)
- Knowledge of Web Content Accessibility Guidelines (WCAG 2.1) and Accessibility Regulations (2018).
- Knowledge of creating accessible digital content and documents (D)
- Knowledge and experience of media and communications in the public sector
- Knowledge and experience of current legislation and practice relevant to the post (D)
- Knowledge and experience of innovative technologies and functional programming.
- Knowledge and experience using full-stack development processes.
- Knowledge and experience of secure programming methodology to enhance security and data sanitisation of developed applications.
- Knowledge and experience of bespoke database implementation, management and modification.
- Written and verbal communication skills
- Understanding of Content Management Systems and HTML.
- Understanding and experience of full-stack development for web applications.
- Experience of object-oriented programming languages, including Python, JavaScript, C#.
- Understanding and experience of innovative technologies and implementation of an array of digital mediation such as Augmented Reality, Virtual Reality and Artificial Intelligence.
- Experience of high-quality video editing.
- Understanding and experience with 3D modelling and animation principles.
- Proficiency with web authoring and functional programming tools and software such as Visual Studio Code and Unreal Engine.
- Proficiency with video editing software such as After Effects and Da Vinci Resolve.
- Experience of FTP protocol and AWS.
- Experience of web content management, content quality checks and regular monitoring of digital services.
- User centred content design and ability to test the website through internal, external tools and user testing audits (D)
- Social channel content development.
- Excellent administrative and keyboard skills, combining precision and speed to meet deadlines
- Proficiency with IT essential, including use of Microsoft Office 365
- Knowledge of databases and project planning (D)
- Interpersonal skills with the ability to work across departments and teams to build relationships at all levels. Exercising advisory, motivation and persuasion skills in order to deliver a course of action.
- Occasional unsocial hours work in response to an emergency
- Able to act with a clarity of purpose, being persuasive and enthusiastic (D)
- Confident, self-assured and self-motivated (D)
- Commitment to the role and corporate objectives (D)
- Friendly, positive and proactive attitude with a willingness to be persistent (D)

- Capable of working alone and as part of a team, responding independently to when needed. (D)
- Flexible approach to work
- A creative flair and analytical outlook (D)
- A passion for the digital and IT industry (D)
- Leading and communicating (D)
- Changing and improving (D)
- Delivering at pace (D)
- Collaborating and partnering (D)
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Disclosure and Barring Service – DBS Checks

- This post does not require a DBS check.

Job working circumstances

Emotional Demands	- Minimal
Physical Demands	- Office Based
Working Conditions	- Normal
Other Factors	
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