



Job Description

Title – Digital Engagement Manager

Version - 1.0 Date - 19.02.19.

Post Number:	M042
Grade /Scale:	PO42
Weekly Hours:	37
Department:	Communications and Engagement Directorate
Status:	Permanent
Responsible To:	Head of Communications and Engagement
Responsible for:	Senior Digital Media Officer; Digital Media Officers; Online and Print Graphic Designer
Location Work base:	Force Headquarters
Job Role /Purpose:	Design, manage and evaluate the Directorate's strategic and tactical digital engagement activity targeting the workforce, the public and stakeholders, in order to prevent and detect crime, enhance public safety, engagement with, and confidence in, the service, improve workforce morale and standards of behaviour
Contacts:	The Chief Constable, fellow chief officers, senior police officers, police staff and volunteers of Leicestershire Police, of other neighbouring and East Midlands regional forces and forces elsewhere in the UK; departmental / directorate heads; emergency services; local authorities and other statutory public sector partners including LRF member agencies; MPs; the Home Office and other government departments; the Police and Crime Commissioner and staff of the OPCC Leicestershire; national, regional and local media; community safety partnerships; victims of crime; members of the public; private, voluntary and charitable sector bodies and other key stakeholders
Equality and Diversity	Actively advance diversity /equality, work towards eliminating discrimination, harassment and victimisation and foster good relations between all groups of people

Person Specification

Knowledge, Skills & Abilities

Essential Criteria

A clear definition of the necessary criteria.

Knowledge/ Education (including qualifications):

1. Educated to degree level or have significant workplace experience transcending all aspects of communications and / or new technology communications channels, and hold an industry

specific qualification.

Work Experience:

2. Significant experience in the design, delivery and evaluation of multi-media communications strategies, campaigns, (internal or external) and stakeholder management activities based on insight and research and customer feed in a large, complex organisation.

3. Significant project management experience, especially in delivering digital services.

Personal / Interpersonal Skills, Aptitudes:

4. Excellent oral and written skills in presenting complex information to a variety of professional and lay audiences in an understandable and engaging form.

5. Strong interpersonal skills required to represent the function and Directorate at a senior level.

6. Experience of developing long term engagement and transactional communications strategies in a collaborative setting, on time and on budget.

7. Ability to co-ordinate a variety of initiatives and a workload that will include specific long and medium term deadlines, not all under personal control, adapting and prioritising, where appropriate, to urgent demands.

8. The ability to provide leadership and challenge on communications issues, within the Directorate and across the Force. This will involve motivating and directing others in collaborative teams.

9. The ability to have a flexible approach to work, including working outside normal office hours as and when required and to hold a current driving licence. (Reasonable adjustments will be considered under the Equality Act 2010).

Special Skills:

10. Extensive knowledge of digital media technologies including specific understanding of how digital platforms and techniques can be deployed and integrated into a broader communications strategy.

11. Advanced analytical skills and approaches to handling and interpreting a variety of complex data and drawing conclusions on areas for further investigation or strategic action.

12. Ability to manage personal and team workload effectively within broad objectives.

** Reasonable adjustments will be considered under the Equalities Act 2010.*

Core Responsibilities/ Accountabilities

Operational:

To design, direct, implement and evaluate the Force's internal and external engagement activity using a range of digital channels based upon research, consultation and customer insight data to meet agreed objectives.

To design, direct, implement and evaluate a Digital Media Strategy for the Force to enhance engagement activity to engender the public's understand of, support for and participation in policing and crime prevention.

Direct detailed and regular analysis and evaluation of all web and digital channels used by the Force to better enhance community engagement and customer experience.

Provide, develop and maintain high quality websites and digital channels to support the Police and Crime Plan and in support of the Force's operational priorities.

Ensure the effective and increasing use of film, photography, animation and traditional and online graphic design to increase consumer reach, engagement and active participation in policing and crime prevention activity.

In liaison with the IT department, implement and manage security measures to ensure the integrity of the force's web and digital channels.

To act as force expert on all aspects of web and digital media engagement communications. Develop and implement a training programme across the Force to facilitate the greater and more effective use of digital and social media channels within corporate policies.

Provide strategic advice to the Force about digital communications and engagement activity.

Govern and ensure the consistent application of the force's image and brand across all digital platforms.

Liaise and manage contracts with external suppliers to ensure the provision of service represents value for money and meets the strategic needs of the Force.

Manage and anticipate risk and find innovative ways to deal with problems as they occur.

Undertake Gold Communications Officer responsibilities in the context of major and critical incidents and issues threatening the Force's reputation.

Management/Leadership:

Please enter text here

Technical:

Please enter text here

Communication:

Present information and recommendations to the Head of Strategic Communications & Engagement, to the Deputy Head, and to senior colleagues across the Force and region and,

when required, nationally.

Direct a variety of communications and engagement strategies, projects and plans across the Force and, where appropriate, the East Midlands region.

Use personal communications skills to build and maintain highly effective and productive relationships with colleagues and partners.

Administration:

To direct and motivate a team of individuals ensuring that the staff answering to the postholder, through the use of performance management measures, are highly stimulated and have the right skills to meet the short and long term objectives of the organisation, of the aims of the local Police and Crime Plan and of the Strategic Policing requirement.

To consistently review and report on the performance of the function.

To line manage and develop staff, ensuring clear objectives are met and continuous development delivered.

General:

Undertake such other duties commensurate with the post as may be required for the safe and effective performance of the job.

This role description should develop along with the changing demands of policing.

Other:

Please enter text here

** Reasonable adjustments will be considered under the Equalities Act 2010.*

Personal Values /Competencies

The competency and values framework sets out nationally recognised behaviours.

The framework has 6 Competencies – each competency can be split into 3 levels to fit around policing and non policing roles see here : [Competency and Values framework](#)

- We analyse critically
- We are innovative and open-minded
- We are emotionally aware
- We take ownership
- We are collaborative
- We deliver, support and inspire

All competencies are underpinned by 4 Values that should underpin everything that we do :

- Integrity
- Impartiality
- Transparency
- Social responsibility

Other

Security Check Levels refer to vetting for the specific levels that relate to this job role:

- 1) Please select one - Recruitment Vetting (RV) or Management Vetting (MV)
- 2) Please select one - Counter Terrorist Checks (CTC) or Security Check (SC)
- 3) Please select one - Developed Vetting (DV) or N/A

Date line manager checked vetting level needed :

Car User: Yes / No - Essential /Casual Allowance *{per mile / day etc}*: Please enter text here

Budgetary Management: Yes / No Budget Value approximate value £ Please enter text here

Additional Information: Please enter text here

Organisation Chart

Manager Level

Team Leader Level

Supervisor Level

Administration
Level

Administration
Level

Administration
Level

Clerk Level

Clerk Level

Clerk Level