



JOB DESCRIPTION

Digital Media Officer

Post Number:	M013
Grade:	S01 – Salary £29,793 - £31,725
Weekly Hours:	37
Department:	Communications & Engagement
Location:	Force Headquarters
Status:	Established
Responsible To:	Digital Engagement Manager
Responsible for:	N/A
Job Role /Purpose:	To develop the Force's use of digital technologies to enhance workforce awareness and morale, public consultation and engagement activity, transactional service provision and (internal and external) behaviour change activity. To produce high quality written, visual and audio content for digital (internal and external) platforms to help deliver the Force's strategic priorities.
Contacts:	Police officers, police staff and volunteers of Leicestershire Police and other forces; the Police and Crime Commissioner and staff of the OPCC; the public; emergency services, local authorities, and other public sector and statutory partners; national, regional and local media; private, charitable and voluntary sector; community safety partnerships; victims of crime; key stakeholders
Health and Safety:	To comply with the health and safety policy and its associated procedures and co-operate with your manager and the force to protect your health and safety and that of other people. To comply with the relevant risk assessments for your job role and report accidents, incidents and near misses.
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.

Essential knowledge:

- Educated to degree level, or equivalent, or with industry specific qualifications or experience.

POLICE – STAFF

Work Experience:

- Experience of digital content production and management, excellent writing and editing skills, and knowledge of issues around accessibility, copyright, image consent and data protection.
- Comprehensive experience in the use of social and digital communications channels for marketing, engagement and campaigns activity, using both written and visual products.
- Experience of working in a fast-paced environment, dealing with multiple priorities and tight deadlines.

Personal / Interpersonal Skills, Aptitudes:

- Ability to understand audience need and know how to target digital content accordingly.
- Works effectively within own team or in matrix teams across the Directorate by contributing experience and ideas, supporting others and building productive relationships. Where appropriate acts as team leader in these groups.

Special Skills:

- Fluent using Adobe creative suite including Premiere Pro, Photoshop, Lightroom, Rush and Spark.
- Experience of filming and editing engaging, purposeful video for digital platforms using a range of media including mirrorless and mobile phone.
- Knowledgeable and a proven operator in the use of all social and digital communications channels.
- Experience of using customer feedback / insight / analytics in developing responsive communications activities.
- Evidence of relevant ongoing professional development
- To hold a current driving licence.*

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

DESIRABLE CRITERIA

Where available, elements that contribute to improved / immediate performance in the job.

Special Skills:

- Qualification or experience in photography, and/or web design.
- Experience creating, producing or managing podcasts
- Experience of planning and managing live streams using a range of hardware and software for example OBS for use on Facebook, YouTube and similar sites

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

CORE RESPONSIBILITIES/ ACCOUNTABILITIES

Operational:

Produce and distribute / upload written, visual and audio content across all internal and external websites and social and digital media channels used by Leicestershire Police.

Help govern quality control and protect the security of Leicestershire Police's social and digital channels.

Identify and garner the use of emerging technologies to support strategic objectives and enhance engagement, behaviour change and transactional service delivery.

Monitor and evaluate the impact of digital media used by Leicestershire Police.

Develop and evaluate social media campaigns in liaison with Directorate. colleagues, internal colleagues and external partner agencies to ensure impact.

Increase traffic to the digital channels used by Leicestershire Police.

Maintain the design consistency and accessibility of all digital (written and visual) communications in line with guidelines.

To deliver training on social media

Communication:

Uses personal communication skills to build productive relationships with colleagues and partners – to influence, or in appropriate cases, challenge others.

Regular training of staff and officers of all levels in the use of social media and online communications, adhering to force policy and guidance.

Administration:

Ability to manage and prioritise daily, weekly and monthly tasks to deliver effective campaigns with the minimum of supervision to meet deadlines.

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.
Post is identified as politically restricted/sensitive

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

POLICE – STAFF

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
Public Service

OTHER

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

Management Vetting (MV)

Car User: Yes