

**Richmondshire District Council  
Job Description**

<b>JOB TITLE</b>	<b>Digital improvement Officer</b>	<b>POST NUMBER</b>	<b>RES ICT 10 T</b>
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**Main purpose of the role:**

To support a seamless online customer journey for council services, by liaising with council services to ensure their content is up to date, excellently written and resolution of service requests from customers 24/7 is maximised, thus reducing the need for customers to contact our Customer Service Centre.

**Supervisory/managerial responsibilities:**

None

**Supervision and guidance:**

Reports directly to the ICT, Business change and business support manager

**Range of decision making:**

Day to day operational issues concerning own workload.

**Responsibility for assets, materials, etc:**

Responsibility for providing the support to the Council's communications and Business Improvement Programme.

**Range of duties and responsibilities**

- Manage the integration projects between the new RDC website and back office software systems
- Manage the content on the RDC website to ensure it is written in a consistent and accessible tone, daily approval of content across our main site and further communication channels.
- Using various research methods to understand where improvement is needed and benchmarking our web & digital presence with others to emulate best practice e.g. through customer feedback, comparison to other websites including local authorities, comparison against national trends
- Shape, update and continuously improve the skills and training of website/digital editors and maintaining communications
- Ensure that the RDC website appears effectively on mobile devices and in social media and in connections with other web and digital environments especially where transactions span across different digital sources
- Work with services when updating or implementing external web and digital presence ensuring compliance with our digital design guide
- Complete relevant customer testing of changes/improvements to our web and digital offer
- Act as the service liaison across the council to review service area requirements for new content e.g. web pages / e-forms and make improvements to ensure they are customer friendly

## Website Management

- Maintain and develop existing websites and intranet using various CMS platforms, creating and uploading content, including text, pictures, graphics, customer information and video.
- Manage content uploads and change requests from across the business.
- Check and edit content to a high standard and work using own initiative to a set of quality standards and assurance to make sure all content is on brand and utilised by all services.
- Ensure content management systems are maintained and kept organised
- Develop a new council intranet alongside the Improvement Programme Officer
- Deliver communications automation by introducing new communications channels such as live-chat

## Reporting

- Work to understand residents needs and behaviours by gathering usage statistics from social media management tools to show exposure and engagement and create improved engagement plans

## Digital Support

- Support the Implementation of a new social media strategy, which supports the council's new communications strategy
- Support digital projects, including the ongoing evolution of the new council website and development of a new council intranet

## General

- Support the achievement of the Council's objectives through the CASH (Council's Business Improvement Programme) programme.
- Challenge current practices and make recommendations for changes needed
- Produce general correspondence, reports, minutes, statistical and graphical information etc using IT and a range of software applications
- Achieve agreed targets, quality standards and service improvements
- You may be required from time to time to undertake comparable duties in other Service Areas
- Demonstrate an acceptance of and commitment to the Council's Equalities and Diversity Policy and all other corporate policies

## Contacts:

Members of the Public, Officers of the Council, Members of the Council, Visitors to the Council, External Suppliers, Professional Bodies

<b>SPECIAL CONDITIONS OF SERVICE:</b> None
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<b>COMPILED BY:</b> Caryl James	<b>ASSESSMENT DATE</b>
<b>COMPILED DATE:</b> 26 May 2017	<b>ASSESSED BY:</b> Jo Holland / Julia Wilson
	<b>POST GRADE:</b> Grade 7

Job Description agreed by post holder.....Date.....