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| **Job Description** | |
| **Post title** | Team Leader – Digital Services |
| **JE Reference No** | N9578 |
| **Grade** | 12 |
| **Service** | Chief Executive’s Office |
| **Service Area** | Communications and Marketing |
| **Reporting to** | Head of Communications and Marketing |
| **Location** | Your normal place of work will be County Hall, Durham, but you may be required to work at any Council workplace within County Durham. |
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| **DBS** | This post **is not** subject to a disclosure. |
| **Flexitime** | This post **is** eligible for flexitime. |
| **Politically restricted** | This post **is not** designated as a politically restricted post in accordance with the requirements of Section 1(5) of the Local Government and Housing Act 1989 and by regulations made from time to time by the Secretary of State. |

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| **Description of role** |

A senior role leading the Digital Services team, responsible for the council’s digital media including internet and intranet development and content, social media presence and activity, appropriate governance arrangements for digital media channels and the future proofing of these.

The role will lead the implementation of the ‘Digital First’ communications strategy embedding this across the multiple digital communication channels used and work closely with colleagues across the council on complementary work for example the Customer First strategy and other strategies and plans involving web based services

Working collaboratively with the Press and Publications Team Leader, Assistant Communications and Marketing Manager and Business Partners to ensure priorities are identified and agreed and opportunities to join up campaigns and activities are maximised

The post holder will work closely with staff, senior managers, members and partners to ensure the service provided is responsive, supports the business requirements and provides innovative and impactful solutions.

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| **Duties and responsibilities** |

To undertake other duties and responsibilities that are commensurate with the level of the post. This job description contains the main accountabilities of the post and does not describe in detail all the duties required.

* + Lead a team responsible for the development and management of the content and functionality of the council’s and partner websites, social media presence and activity ensuring this work compliments the priorities of the council including changing customer behaviour, changes and improvements to services and all commercial and non-commercial marketing activity
  + Lead on the development and management for the content and functionality of the council’s intranet site ensuring this work compliments the priorities of the council including becoming exemplary in employee engagement, facilitating news ways of working and ensuring staff have the right information required to do their job effectively and efficiently
  + Working with colleagues within the Communications and Marketing unit to lead the implementation of the ‘Digital First’ programme to maximise the use and effectiveness of a range of digital channels including the internet and social media
  + Through digital media protect and enhance the organisation’s brand to ensure public recognition and understanding of the full range of the council’s offer to the public
  + Research and support the delivery of new ways to communicate through digital channels with staff, members, customers and wider audiences to improve communications and understanding of and opportunities for doing business with the organisation
  + Lead on development of appropriate measurement and analytics tools/approaches to for both the internet and intranet to ensure insights are used in a timely and effective way to influence all aspects of work within the area
  + Lead on the production of in house digital content including video, infographics and image galleries
  + Lead the development and implementation of training programmes and interventions on the opportunities, management and content of the council’s digital media
  + Alongside the Head of Communications and Marketing, support the continued development of the organisation’s emergency and out of hours’ service, including crisis communications
  + Ensure all digital communications activity is consistently evaluated where appropriate against the agreed outcomes and information is shared so lessons can be learnt to improve future activity. Ensure as part of this evaluation that all digital media is monitored regularly
  + Working with the Press and Publications Team Leader, Business Partners and Assistant Communications and Marketing Manager ensure resources within the Communications and Marketing unit are being used effectively and are focussed on the requirements of the organisation alongside those of the service areas
* Maximise opportunities to promote the work of the council, upholding the brand, and evolving partnerships with other partner bodies and other organisations
  + Build strong and positive relationships with staff, senior managers, members, partners and key stakeholders
  + Oversee the marketing and communications resources ensuring spend is appropriate, relevant and supports corporate objectives
  + Ensure effective joint working and planning with all relevant internal and external agencies and partners
  + Deputising for the Head of Communications and Marketing when required
* Actively promote the activity and role of the council at local, regional and national levels
* Actively promote a culture of continuous improvement

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| **Organisational responsibilities** |

* **Values and behaviours**

To demonstrate and be a role model for the council’s values and behaviours to promote and encourage positive behaviours, enhancing the quality and integrity of the services we provide.

* **Smarter working, transformation and design principles**

To seek new and innovative ideas to work smarter, irrespective of job role, and to be creative, innovative and empowered. Understand the operational impact of transformational change and service design principles to support new ways of working and to meet customer needs.

* **Communication**

To communicate effectively with our customers, managers, peers and partners and to work collaboratively to provide the best possible public service. Communication between teams, services and partner organisations is imperative in providing the best possible service to our public.

* **Health, Safety and Wellbeing**

To take responsibility for health, safety and wellbeing in accordance with the council’s Health and Safety policy and procedures.

* **Equality and diversity**

To promote a society that gives everyone an equal chance to learn, work and live, free from discrimination and prejudice and ensure our commitment is put into practice. All employees are responsible for eliminating unfair and unlawful discrimination in everything that they do.

* **Confidentiality**

To work in a way that does not divulge personal and/or confidential information and follow the council’s policies and procedures in relation to data protection and security of information.

* **Climate Change**

To contribute to our corporate responsibility in relation to climate change by considering and limiting the carbon impact of activities during the course of your work, wherever possible.

* **Performance management**

To promote a culture whereby performance management is ingrained and the highest of standards and performance are achieved by all. Contribute to the council’s Performance and Development Review processes to ensure continuous learning and improvement and to increase organisational performance.

* **Quality assurance (for applicable posts)**

To set, monitor and evaluate standards at individual, team and service level so that the highest standards of service are delivered and maintained. Use data, where appropriate, to enhance the quality of service provision and support decision making processes.

* **Management and leadership (for applicable posts)**

To provide vision and leadership to inspire and empower all employees so they can reach their full potential and contribute to the council’s values and behaviours. Managers and leaders must engage in personal development to ensure they are equipped to lead transformational change; always searching for better ways to do things differently to meet organisational changes and service priorities.

* **Financial management (for applicable posts)**

To manage a designated budget, ensuring that the service achieves value for money in all circumstances through the monitoring of expenditure and the early identification of any financial irregularity.

*The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by your manager.*

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| Person specification | | |
|  | Essential | Desirable |
| Qualifications | * Degree of equivalent in relevant subject area | * Membership of an appropriate professional institute (e.g. CIM or CMI) * Marketing qualification |
| Experience | * Proven experience of developing and managing successful web sites and intranet sites including the development and production of content * Experience of and a good understanding of social media communications * Understanding of how web sites should be used to compliment an organisations communications and marketing activity * Understanding of brand management and development * Significant experience of advising and influencing staff, senior officers and Members in a professional capacity * Successfully managed others either directly or indirectly * Successfully worked in partnership across both the public and private sector | * Experience of new and innovative tools for communication and strategic marketing |
| Skills & Knowledge | * Clear understanding and commitment to the Council’s vision, core values and objectives * In depth knowledge of on-line developments, both in terms of strategy and implementation * Good understanding of digital media and different platforms and how this should be used to influence customer behaviour and promote the council and its products and services * Ability to analyse and interpret highly complex communication issues/media enquiries and devise the appropriate course of action * Superior communications skills with ability to persuade influence and promote through both written and verbal communication, including presentations * Programme and project planning and management skills * Proficient in the use of general office ICT systems, as well as a comprehensive understanding of publishing (print and web), digital media, social media and video production | * Knowledge of the key challenges facing local government |
| Personal Qualities | * Ability to relate well and quickly to, negotiate with and influence colleagues, members and senior people from other organisations * Able to build strong working relationships with teams across the organisation and with key stakeholders and partners * Able to work under pressure and to changing priorities and deadlines * Energetic, enthusiastic, confident and self-motivated * Customer focussed * Flexible approach to work * Open & responsive to change * Innovative approach to problem solving and multi-tasking to a mix of deadlines * Willingness to work outside normal office hours * Committed to the principles of equality and diversity * Access to a car or means of mobility support (if driving then must have a current valid driving licence and appropriate insurance) |  |