

**SOUTH WALES FIRE AND RESCUE SERVICE**  
**JOB DESCRIPTION**

<b>Department</b>	Service Performance & Communications
<b>Post</b>	Lead Digital Communications Officer
<b>Post No</b>	502945
<b>Grade</b>	11
<b>Location</b>	Fire and Rescue Service Headquarters, Llantrisant
<b>Responsible to</b>	Media Relations and Communications Manager
<b>Responsible for</b>	1 x Digital Communications Officer, 1 x Multimedia Development & Support Officer
<b>Responsibility for Physical Resources</b>	N/A
<b>Responsibility for Financial Resources</b>	N/A

**This job description refers to the main purpose and responsibilities of the post. It does not necessarily list in detail all of the tasks required to carry out these responsibilities. This job description will be reviewed as and when necessary to ensure that it meets the Service's business requirements.**

**MAIN PURPOSE OF THE POST**

To take responsibility for the organisation's website, intranet, social media platforms and digital communications and all related content, in order to promote the Service's objectives and corporate aims to appropriate audiences and ensure that a professional image is maintained at all times. The post holder will be expected to work dynamically and working some evening/weekend hours will be required in order to effectively deliver the duties and responsibilities outlined within this job description.

**DUTIES AND RESPONSIBILITIES:**

1. To develop and implement a digital communications strategy that considers short, medium and long term goals for the Service and its digital presence, thus ensuring that external and internal messages are consistent across all of the Service's digital communication channels, as well as improving the Service's presence on its current and future digital channels.
2. To develop and lead on an integrated digital and standard communications approach including website, intranet, social media and general digital communications.

3. Maintaining and developing the Service's website, intranet and other related digital platforms, their functionality, as well as to ensure that they are updated and kept secure in relation to firewall / security protocols.
4. To develop, edit and publish website, intranet, social media and all other digital platform content.
5. To liaise with internal departments to collate and coordinate content for external use via the website, social media and digital platforms.
6. To develop, review and implement digital communications plans for related campaign activity in collaboration with Media & Communications team members, to maintain brand and message consistency.
7. To provide colleagues with guidance and advice of best practice in relation to drafting digital content and to provide editing support where required, to ensure that Service style and brand guidelines are maintained.
8. To use analytical tools and insights to monitor and provide campaign evaluation on digital platforms, as well as the website, in relation to visitor traffic, activity, reach and impact.
9. To work with the team's graphic designers and Multimedia Development & Support Officer to produce relevant digital content for campaigns, as well as proactive digital-only activity.
10. Managing the technical aspects of running the Service's website, intranet and digital platforms including managing domains and hosting contracts in liaison with ICT and Procurement.
11. To undertake market analysis to identify trends, technologies and developments in user experience, in order to develop the Service's digital presence.
12. Reviewing and developing user journeys across the Service's website, intranet, social media outlets and online sites.
13. Identifying and problem solving issues with the Service's website, intranet and online sites.
14. To lead on the planning, development and implementation of multimedia projects for use across the Service's website and digital platforms
15. Providing appropriate briefings to external providers / agencies in relation to large scale multimedia projects and ensure liaison with internal departments, including Media & Communications colleagues, to maintain consistency of messaging and synergy with related external campaigns.

16. To effectively line manage the Digital Communications Officer and the Multimedia Development & Support Officer, undertaking all management duties, which include:-
- a. Conducting Performance Development Reviews
  - b. Managing performance and identifying any training needs
  - c. Managing activities to resolve operational and day to day issues
  - d. Acting as a mentor and first point of contact
17. General and team:
- 17.1. Providing press office cover when required and monitoring the Vision BOSS system to provide information to the media as well as to develop proactive digital content in relation to incidents
  - 17.2. To provide dynamic press and media resilience for the department in the event of major incidents, critical incidents or as otherwise required by the Media Relations and Communications Manager.
  - 17.3. Liaising with the Statistics and Risk team to discuss potential figures that could lead into proactive digital content
  - 17.4. Providing training and development opportunities for junior members of staff
18. Any other duties commensurate with the post and grade.

## **STANDARD SERVICE REQUIREMENTS**

1. To attend in-house and external training courses as required.
2. To undertake in addition to the above duties and responsibilities such additional duties as may result from time to time from changing circumstances, but which will not change the general character or level of responsibility accorded to the post.
3. To utilise information technology as fully as possible within the constraints of the job, which shall include co-operating fully with any scheme or pilot scheme using the same, that shall be introduced within the department or across the Service.
4. To implement the principles of the Service's Equal Opportunities and Diversity Policies and Welsh Language Schemes whilst carrying out the above duties.
5. To ensure awareness and compliance with any directorate, department or team plans that may be implemented from time to time and ensure awareness and compliance with any systems or procedures implemented within the department.
6. To adhere to Health & Safety Legislation/Relevant Service Policies and Procedures and to take reasonable care for the health and safety of yourself and other persons who may be adversely affected by your acts/omissions.

## **ORGANISATIONAL VALUES**

In performing the above role, all employees of the Service are required to observe and promote the Service's Core Values to be, at all times:

- Professional
- Caring
- Respectful
- Dedicated
- Trustworthy
- Dynamic
- Disciplined
- Resilient

