

SOUTH WALES FIRE AND RESCUE SERVICE
JOB DESCRIPTION

Department	Service Performance and Communications
Post	Multimedia Development & Support Officer
Post No	NU115
Grade	8
Location	South Wales Fire & Rescue Services Headquarters
Responsible to	Lead Digital Communications Officer

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 develop and produce a variety of multimedia material in order to help raise the profile of the Service within the wider community, ensuring that Service messages reach the community in a corporate and professional way; and to publicise the success of the Service both internally and externally.

To support the graphic, web and print requirements of the Service and to promote the concept of multimedia usage for effective communication throughout South Wales Fire and Rescue Service (SWFRS).

DUTIES AND RESPONSIBILITIES

1. To develop and produce multimedia materials through the creation of digital graphics, photographs and video footage, using a variety of drawing and photo/video editing software packages such as; Adobe Cloud Services (premier Pro, After-Effects. Photoshop).
2. Use recognised and professional design software to create Service posters, leaflets, exhibition banners, flyers, booklets and other publicity material both 'in house' and for external print, while implementing the corporate branding guidelines to ensure a professional and consistent public face.
3. Development of ad hoc branding and design for Service partnership projects, initiatives and associated documents, including the All Wales branding.
4. To develop and maintain corporate branding guidelines and monitor its use internally and with external partners.

Date Created: February 2019 / Updated April 2021

Author: W Thomas (Head of Service Performance & Communications)

5. To produce video footage or still photographs for use on promotional materials and safety messaging. These activities may be conducted both on site and on location throughout the SWFRS administrative area. This will sometimes require flexible working hours.
6. To support the Lead Digital Communications Officer with the development of campaign and events materials for use across the Service's website and digital platforms
7. Assist in the Implementation and updating the Service social media sites, liaise with Service personnel to facilitate accurate responses. Liaise with Service Mobilising Control to ensure timely incident information is uploaded on to relevant sites. Monitor regularly to ensure professional and consistent public face.
8. To support the Lead Digital Communications Officer with monitoring, maintaining, updating and continually improving of the Service website including arranging Welsh translation of content accordingly. Monitor regularly to ensure professional and consistent public face.
9. To develop interactive educational materials, to be used on the Service website, to enhance the Service educational and risk reduction functions.
10. Assist in the design and formatting of the Service newsletter and magazine and source relevant case studies, images and photographs to complement articles.
11. To work with the team's graphic designers and Digital Communications Officer to produce digital content for campaigns, as well as proactive digital-only activity.
12. To liaise with the Media Relations and Communications manager and appropriate customers within the organisation to ensure that our multimedia packages are still fit for purpose in line with any developments available to the multimedia technologies it employs.
13. Develop and maintain a video and photographic library for SWFRS.
14. Design presentations using a variety of presentation software and visual aids including PowerPoint and online.
15. To support the wider needs of Service Performance and Communications in relation to multimedia requirements.
16. Develop and provide (where necessary) multimedia training packages in line with the needs of the Service.
17. 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

