

Gwasanaeth Tân ac Achub
De Cymru



South Wales
Fire and Rescue Service

**SOUTH WALES FIRE & RESCUE SERVICE
HEADQUARTERS, FOREST VIEW BUSINESS PARK, LLANTRISANT**

CORPORATE SERVICES DIRECTORATE

Lead Digital Communications Officer

**37 HOURS PER WEEK
REF: 502945**

**GRADE 11
SALARY: £32,234
- £32,910 per annum**

An exciting opportunity has arisen to appoint a Lead Digital Communications Officer within the Service Performance and Communications Department, based at Fire and Rescue Service Headquarters.

The successful applicant will 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. The role will also have line management responsibility for the Digital Communications Officer and the Multimedia Development & Support Officer.

The main duties of the post will include:

- 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.
- To develop and lead on an integrated digital and standard communications approach including website, intranet, social media and general digital communications.
- 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.
- To develop, edit and publish website, intranet, social media and all other digital platform content.

- To liaise with internal departments to collate and coordinate content for external use via the website, social media and digital platforms.
- 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.
- 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.

This demanding post will require the successful candidate to work collaboratively with other Fire and Rescue Service personnel and the ability to travel is required.

We are a family friendly organisation and a flexible working system is in operation.

The successful candidate will be subject to a satisfactory Disclosure and Barring Service check and be required to undertake a Drug and Alcohol Test prior to an appointment being made.

An Application Form, Job Description and Person Specification can be downloaded from the Careers page of our website at www.southwales-fire.gov.uk

The closing date for receipt of applications is 12:00 midday on January 28th, 2022.

Completed applications should be returned to: The Recruitment and Assessment Team, South Wales Fire & Rescue Service Headquarters, Forest View Business Park, Llantrisant, CF72 8LX. Please note we do not accept CVs.

All documentation is available in both in English and in Welsh and we welcome communication in either language. Applications submitted in Welsh will not be treated less favourably.

SWFRS believes in the real value of having a diverse workforce and we proactively want to encourage applicants from all sectors of our community to apply.

