

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

<b>Department</b>	Service Performance & Communications
<b>Post</b>	Digital Communications Officer
<b>Post No</b>	503084
<b>Grade</b>	8
<b>Location</b>	Fire and Rescue Service Headquarters, Llantrisant
<b>Responsible to</b>	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 support the Lead Digital Communications Officer in developing and maintaining 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 support the Lead Digital Communications Officer in developing an integrated digital and standard communications approach including website, intranet, social media and general digital communications.
2. To design and maintain webpages on both the organisation's website and intranet.
3. To develop, edit and publish content for the organisation's website, intranet, social media and any other digital platforms.
4. To provide any required project support during the design, development, implementation, maintenance and review of the organisation's website, intranet and any other digital communication platforms.
5. To liaise with internal departments to collate and coordinate content for external use via the website, social media and digital platforms.
6. To support the Lead Digital Communications Officer in developing, reviewing and implementing 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, advice and training around 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 provide colleagues with guidance, advice and training around how to effectively use social media.
9. 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.
10. 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.
11. To support the Lead Digital Communications Officer with the technical aspects of running the Service's website, intranet and digital platforms.
12. 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.
13. To undertake market analysis to identify trends, technologies and developments in user experience, in order to develop the Service's digital presence.
14. Reviewing and developing user journeys across the Service's website, intranet, social media outlets and online sites.
15. Identifying and problem solving issues with the Service's website, intranet and online sites.
16. To support the Lead Digital Communications Officer with the planning, development and implementation of multimedia projects for use across the Service's website and digital platforms
17. To maintain contact and act as liaison for the Service with suppliers and other organisations who currently use the same products as we do.
18. General and team:
  - 18.1. 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
  - 18.2. Liaising with the Statistics and Risk team to discuss potential figures that could lead into proactive digital content.
19. Responsible for attending and participating in meetings, seminars, and the like, as required and to represent the Service on any relevant user groups.
20. 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

