



**LINCOLNSHIRE POLICE CRIME COMMISSIONER & CHIEF CONSTABLE SHARED CORPORATE COMMUNICATIONS SERVICE**

**JOB DESCRIPTION**

<b>JOB TITLE:</b>	<b>Head of Web/Intra and Social Media Operations</b>	<b>POST NO:</b>	<b>HT03</b>
<b>GRADE:</b>	SG2		
<b>DEPARTMENT:</b>	Corporate Communications		
<b>ACCOUNTABLE TO:</b>	Head of News		
<b>STAFF SUPERVISED:</b>	1 (web and digital communications assistant)		
<b>LOCATION/WORK BASE:</b>	Force Headquarters – Nettleham		

**JOB PURPOSE AND SCOPE:**

The Commissioner and Chief Constable require a professional communications function to enable them both to undertake their respective roles, discharge their statutory duties and to support their organisations. The primary function of the shared service is to manage, maintain and enhance the reputation of the Police and Crime Commissioner, Chief Constable and Lincolnshire Police. It does this through contributing to the effective delivery of the Commissioner’s Police and Crime Plan, the Operational Policing Delivery Plan and supporting the Chief Constable’s Independent operational policing activities. The service’s activities contribute towards:

- Increased levels of trust and confidence in policing and the role of the Commissioner
- strengthened relations between the public and partners, and the Police and Commissioner
- reduced levels of crime
- the sourcing of intelligence that enables future policy development and service design

The role of the Head of Web/Intra & Social Media Operations will be to:

- To contribute to the corporate communications shared service to the Police and Crime Commissioner and the Chief Constable.
- To promote Lincolnshire Police & the Police and Crime Commissioner online through the effective day-to-day management of the organisations’ public websites. This includes the force web site and the web site of the Police and Crime Commissioner.
- To promote internal communications and provide a range of internal functions through the Lincolnshire Police Intranet Site.
- To advise, innovate and implement design ideas for the corporate branding of the sites.
- To oversee social media activity for the organisation. To promote equality of opportunity to the people of Lincolnshire and treat all individuals fairly with dignity and respect in line with the Staff Charter, serving with PRIDE.

## CORE WORK AREAS

- 1: Manage the day-to-day running, maintenance and development of all Lincolnshire police sites including the following websites
  - [www.lincs.police.uk](http://www.lincs.police.uk)
  - Intranet
  - [www.alanwoodmurder.com](http://www.alanwoodmurder.com)
  - [www.lincolnshire-pcc.gov.uk/](http://www.lincolnshire-pcc.gov.uk/)
- 2: Promote continuous improvement of the organisations' websites and deliver a professional and modern user-experience for members of the public and staff through innovation, development and exploiting the latest online digital technology, programming languages and trends.
- 3: Ensure a corporate approach and branding to the design and development of website pages through effective use of web technology, staff training, advice and support.
- 4: Ensure that all websites adhere to applicable legislation, accessibility guidelines and force policy.
- 5: Promote the use of online technology and provide professional advice to enhance internal and external communication for both operational policing and corporate communications.
- 7: To manage the work of the web and digital communications assistant.
- 8: To analyse and produce data relating to website traffic for a variety of staff and departments. To respond in a proactive manner to ensure that departments, individual campaigns and the organisation achieve their online goals.
- 9: To harness the technology and tools provided by advances in online Social Media in order to enhance Lincolnshire Police's engagement with the online community.
- 10: To ensure website content is delivered effectively to visitors using Mobile Devices, including Mobile Phones and Tablets.
- 11: To manage the process of large scale changes/upgrades to websites, working closely with ICT and, as appropriate, external companies.
- 12: To support Operational Policing by providing a full range of website services, including creating websites, registering domains, arranging hosting, monitoring online data/trends, developing interactive tools and online marketing.
- 13: To assist in the procurement of software and tools that will benefit Lincolnshire Police's online communication.
- 14: To attend meetings, conferences and engage with other Police Website Managers to share knowledge and establish best practice.

## OTHER DUTIES:

The post holder will be required to carry out such other duties as may be determined from time to time within the general scope of the post. Duties and responsibilities outside the general scope of the post will only be required with the further consent of the post holder.

## EQUALITY AND DIVERSITY:

The post holder is required to carry out their duties in a way that supports the Force Diversity Strategy.

**HEALTH AND SAFETY:**

The post holder will take all reasonable care of themselves and of others who may be affected by their acts or omissions.

**Job description written by:** Communications and Public Affairs Manager

**Date:** March 2014