



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

JOB TITLE: Web and Digital Communications Assistant	
RANK:	Grade G
DEPARTMENT:	Corporate Communications
ACCOUNTABLE TO:	Web and Social Media Operations Officer
STAFF MANAGED:	None
LOCATION/WORK BASE:	HQ

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 Web and Digital Communications assistant will be to:

To contribute to the work of the shared service for the Police and Crime Commissioner and the Chief Constable in relation to the web sites and intranet site.

To support the Website Officer in providing a positive user experience for website visitors by assisting in the day to day management of website content.

To ensure information is appropriate, accurate and accessible. To engage with members of the public using corporate Social Media channels.

To undertake all aspects of the role in accordance with the Staff Charter, Serving with PRIDE.

CORE WORK AREAS

1. To assist the Website Officer in maintaining the website and intranet sites by:

- Un-publishing content
- Deleting content
- Archiving content
- Reducing duplicated and ineffective content

- Creating and reworking content
- Publishing content
- Overseeing content for quality and accuracy

2. To undertake regular quality audits of the websites in order to overcome issues relating to:

- Accuracy
- Broken links
- Spelling and Grammar
- Web accessibility

3. Ensure that content is published on the websites on behalf of both internal and external departments by acting as the central website author.

4. To work regularly using a website Content Management System.

5. To liaise with internal and regional staff when making decisions over website content and when appropriate challenge publishing requests.

6. To represent the organisation online by responding to queries from members of the public received via the website and social media channels. This will include the responsibility for communicating publicly on Facebook, Twitter and YouTube.

7. To assist in the enforcement of the social media policy through administration and monitoring of corporate social media accounts.

8. To provide resilience in the absence of the Website Officer.

9. To provide support to the wider team in the Corporate Communications department.

OTHER DUTIES:

The post holder may be required to carry out other duties as may be required within the scope of the department.

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.

All actions must be conducted in accordance with the forces Health and Safety policy.

SAFEGUARDING CHILDREN AND VULNERABLE ADULTS:

Lincolnshire Police has a duty to promote the welfare of, and safeguard of children and vulnerable adults. The post holder is required to comply with Force Policy and Standard Operating Procedures in respect of safeguarding children and vulnerable adults.

Job description written by: Website Officer & amended by Tony Diggins

Date: March 2014

PERSON SPECIFICATION

Post Title: Website Content Coordinator	Post Number: TDB
Section: Corporate Communications	Grade: TBD

This form sets the standard for the person needed for this job, and also will be the basis for shortlisting and for the questions to be asked at interview. The requirements are job-related and described using appropriate words and marked E (Essential) or D (Desirable) as appropriate. There will not necessarily be an entry in every box.

	Requirements	Essential (E) or Desirable (D)	Measurement (see below)
Qualifications	BTEC / NVQ Level 2 in Business Administration, or other qualification relevant to the role, or substantial experience in a similar role	E	A
Experience	Demonstrates experience of inputting, retrieving and amending information on a bespoke computer system	E	A/I
	Demonstrates skills of planning, co-ordinating and prioritising	E	A/I
	Demonstrates experience working with website Content Management Systems (CMS)	D	A/I
	Demonstrates the ability to develop strong working relationships and operate and integrate within a multi-functional office environment	E	A/I
	Previous experience working in a website or digital engagement role	D	A
	Experience of representing an organisation online. Including corporate use of social media.	D	A/I
Skills	Strong transferrable ICT skills with the demonstrable ability to become an expert user of a Content Management System (CMS)	E	A/I
	Demonstrates a methodical approach to work and of assuring accuracy and attention to detail	E	A/I

	Requirements	Essential (E) or Desirable (D)	Measurement (see below)
	Demonstrates skills of planning, co-ordinating and prioritising	E	A
	Effective written communication skills	E	I
	Confident communicator with sound judgement	E	I
Knowledge	Basic knowledge of common website features, such as hyperlinks, buttons and forms	E	I
	Knowledge of HTML / CSS	D	A
Motivation/ Commitment	Able to use own initiative, with minimal supervision, make decisions and prioritise whilst under pressure	E	A/I
	Demonstrates a flexible / adaptable approach to working practices	E	A/I

Measurement	A. From application form	T. By test after shortlisting	I. Probing at interview	P. Presentation
	R. References		O. Other (please specify)	