

# Cumbria Office of the Police, Fire and Crime Commissioner

## HAY JOB PROFILE

**Job Title:** Digital Content Officer  
**Salary Scale:** £29,109 – £34,329 (Estimated)  
**Department:** Office of the Police, Fire and Crime Commissioner  
**Reports To:** Communication and Policy Manager  
**Location:** Based in OPFCC Offices, Police Headquarters, Carleton Hall, Penrith  
**Term:** 1 Year fixed term contract

All employees must ensure compliance with the Office of Police, Fire and Crime Commissioner (OPFCC) Health and Safety Policy, and all other relevant statutory health and safety Legislation.

This job profile has been written primarily for evaluation purposes and may not detail some less major duties allocated to the postholder, nor cover duties of a similar nature, commensurate with the grade, which may from time to time be reasonably required by the relevant manager.

This is a politically restricted post, and reference should be made to the Office of the Police, Fire and Crime Commissioner's (OPFCC) politically restricted post policy.

### 1. JOB PURPOSE

- 1.1 To lead on all communications, both internal and external in relation to Operation Enhance, the Constabulary's response tackling anti-social behaviour and serious violence in identified hotspot areas.
- 2.1 To maximise the use of all internal and external digital communications channels to support the operation and the OPFCC build public confidence and engage with local communities.
- 3.1 Produce creative, engaging, digital communications as part of the operation and raise awareness and understanding of the work of the Office of the Police, Fire and Crime Commissioner (OPFCC) Develop digital services and communications channels for the Office of Police, Fire and Crime Commissioner, promoting their work.

### 2. PRINCIPAL ACCOUNTABILITIES

- 2.1. Develop creative and engaging content for the OPFCC and the policing operation to use on digital channels including text, images, videos etc through all communication channels.
- 2.2. Monitor, review and respond to contact on OPFCC's corporate social media channels.
- 2.3. Create effective, innovative and engaging campaigns for this operation and the Commissioner's office in line with OPFCC priorities and as part of Op Enhance to engage and respond to issues that concern communities in hotspot areas across Cumbria.
- 2.4. Regularly provide campaign performance statistics of communications activity to evaluate success, produce reports, feedback and drive further improvements and developments.
- 2.5. Identify opportunities to expand and develop digital and social media presence of the work

of the Office of Police, Fire and Crime Commissioner, working closely with the Constabulary's Media and Communications team with their support of the Neighbourhood Policing teams for this Op Enhance, to encourage engagement with local communities.

- 2.6. Support the Policy and Communications Manager, with their online access channels and services through the continuous development of internal and external communications channels, such as Viva Engage, SharePoint, social media, website, newsletters, etc.
- 2.7. Be innovative and proactively research and develop new technological opportunities both internal and external to ensure the OPFCC digital services and channels are at the forefront of technology and work closely with the Constabulary's media team in promoting the work of officers, and staff, as part of Op Enhance.
- 2.8. Manage and deliver internal and external digital OPFCC campaigns and projects from conception to completion.
- 2.9. Perform other tasks as required by the role.

### **3. DIMENSIONS**

The postholder will assist the Communication and Policy Manager with allocating and spending the Digital Communications budget, ensuring contracts and spend provide value for money.

The post holder will be expected to work with minimal supervision and lead some digital projects.

This post has no supervisory or budgetary responsibility.

### **4. KEY FEATURES**

#### **4.1 Framework and Boundaries**

The post holder has a responsibility to develop the OPFCC's communication and engagement strategic direction working with the Commissioner, Executive Team and staff within the OPFCC.

Whilst the post holder will work in accordance with procedures, methods and standards set by the Chief Executive, they must be able to work largely autonomously to deliver the required objectives.

Act within legal and OPFCC organisational boundaries:

- Freedom of Information Act
- OPFCC Media Policy
- Data Protection Act
- Code of Ethics
- All Equality legislation

Cumbria Constabulary's Media Policy

Media Law

Cumbria Constabulary's Digital policing and online code of conduct

The role calls for considerable confidentiality and integrity to be displayed at all times.

## 4.2 Important Working Relationships

### Internal

- The Police, Fire and Crime Commissioner
- All OPFCC staff
- Cumbria Constabulary's Media and Communications team
- Officers and staff of the Constabulary at all levels Members of Cumbria Fire and Rescue Service at all levels

### External

- Colleagues in local public sector organisations and neighbouring forces/police and crime commissioner's offices
- Local Media organisations
- Suppliers to develop new working relationships and cost-effective digital products and services
- National digital policing teams / College of Policing
- Members of the public

## 4.3 Major Challenges

This is a key role that will support the Police, Fire and Crime Commissioner and the Constabulary with their communications to promote the work of hot spot policing which tackles anti-social behaviour and serious violence.

The Constabulary works 24/7 and some flexibility is required to work with officers, outside "normal" office hours to promote this operation.

Working in digital communications is a challenging, yet exciting time for the OPFCC. This role is key to deliver online services and additional access channels for the OPFCC to communicate and engage with local communities.

The post-holder will be required to be innovative, creative and enjoy delivering high profile digital channels and campaigns to effectively communicate and engage with The Constabulary's officers and staff and externally with our local community.

This role will also be responsible for delivering some digital products and training OPFCC staff to use these channels to improve positive local communications.

In addition, they will be required to liaise and work closely with key stakeholders, both internal and external and develop new relationships with external providers.

## 4.4 Knowledge and Skills

- Effective communication across multiple stakeholders.
- The ability to think creatively to solve problems.
- Excellent report writing skills with the ability to be concise and influence
- Ability to work as part of a team and on own initiative
- Ability to provide a customer focused delivery of services
- Resourceful and resilient.

- Excellent planning and organising and skills
- Good communication and team working skills
- Experience of working with staff from many disciplines/areas of work
- Flexibility to work outside of “normal office hours”
- Ability to work to deadlines and balance conflicting priorities
- Driving Licence

## 5. ORGANISATION CHART




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**Agreed by Post Holder:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Line Manager:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Head of Department/  
Division:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**OFFICE OF THE POLICE, FIRE AND CRIME COMMISSIONER**  
**PERSON SPECIFICATION**

**JOB:** Digital Content Officer

**LOCATION:** Police, Fire and Crime Commissioners Office, Police HQ

**POST No:**

	ESSENTIAL	DESIRABLE
<p><b>Experience and Knowledge</b></p> <p>Skills &amp; competencies required. Eg Geographical knowledge of the area, familiarity with certain legislation.</p>	<p>Experience of implementing successful digital communications content and campaigns</p> <p>Strong knowledge of current and emerging digital channels and social media applications</p> <p>Experience of developing creative, innovative content using graphics, video animation packages and video editing software</p> <p>Good report writing skills and ability to analyse information accurately</p> <p>Experience of updating intranets and websites using content management systems</p> <p>Experience of analysing statistics for use of digital channels, to make recommendations for improvements and developments.</p> <p>Excellent communications skills and experience of writing / developing content for a range of audiences using a range of communications channels</p> <p>Experience of delivering digital marketing projects from conception to completion</p> <p>Strong interpersonal communications skills</p> <p>Ability to work with minimal supervision and deliver accurate work within tight timescales</p>	<p>Experience and understanding of the public sector</p> <p>Experience of working in similar fast-paced communications environment</p> <p>Experience of developing and delivering training to small groups of people to use digital systems and applications</p>

<b>Education and Training</b>  General education Specialist training	Educated to A-Level standard or equivalent  Demonstrable experience of working in digital communications.	Degree in relevant subject eg. digital marketing, digital media, marketing, communications etc.  Professional qualification in relevant subject
<b>Circumstances</b>  Eg: Driving licence/mobility Shift working Unusual/irregular working hours	Current valid driving licence.  Ability to be flexible with working hours to support the OPFCC and community events.  Ability to travel to all locations across Cumbria and outwith the county to gather requirements and meet/support users	