# Senior Digital Communications Officer (Websites)

## Role profile

* **Job title**: Senior Digital Communications Officer (Websites)
* **Grade:** 6
* **Duration:** Permanent
* **Business area:** Communications and Engagement
* **Reporting line:** Lead Digital Communications Officer
* **Team:** Communications and Engagement (Digital and Design)

## Job Purpose

To support the work of the Greater Manchester Combined Authority (GMCA) Communications and Engagement service by providing digital and technical support across a broad range of channels and services, including websites, intranet, and social media platforms.

You will work on new and existing digital solutions and platforms to support GMCA’s vision for Greater Manchester – as set out in the Greater Manchester Strategy, GMCA Corporate Plan and GMFRS Fire Plan – and ensure our work and the devolution powers which help drive it are recognised, understood and meaningfully involved in by our colleagues, partners and the public.

The Senior Digital Communications Officer (Websites) will report directly to the Communications and Engagement Lead Officer (Digital and Design) within the Communications and Engagement team.

You will also work closely with internal colleagues from several GMCA directorates as well as suppliers and external partners.

You may also be required to support other elements of the team’s work, depending on your specific skills and experience. This could include videography, live-streamed events, graphic design, and social media.

## Key working relationships

* Teams and managers from across GMCA (which includes Greater Manchester Fire and Rescue Service, GMFRS), including members of the Senior Leadership Team and ‘portfolio’ leads.
* GMCA communications and engagement team and ICT development team.
* Communications and engagement colleagues in Greater Manchester partner organisations (potentially including Greater Manchester Integrated Care Partnership, Transport for Greater Manchester and Greater Manchester Police) and the city-region’s 10 local authorities.
* Partners from organisations working on relevant projects and functions in Greater Manchester and nationally, including in voluntary, community, faith and social enterprise (VCSE), Government, businesses and commissioned agencies.
* External suppliers.

## Key Responsibilities

Working primarily on digital communications platforms, including websites and the intranet, the role will, as required:

* Be responsible for delivering effective and efficient digital communications solutions for specific GMCA clients, directorates or thematic areas, delivering on time, to budget and of the right quality, including by meeting industry and sector standards and best practice.
* Deliver front-end website administration services and use supporting tools, such as Silktide to carry out regular health checks and fixes on sites.
* Carry out regular maintenance tasks on the core sites and platforms supported by the Communications and Engagement team, including domain management, redirects, checking for broken links, out-of-date content, organising media files, removing duplicated content etc.
* Guide and advise policy colleagues from specific directorates or thematic areas on communications and engagement processes, policies and systems.
* Support the day-to-day delivery of multiple digital communications and engagement projects, tools and platforms.
* Write and produce high-quality, accessible website and intranet content using content management systems (including Umbraco and SharePoint Online), HTML, graphic design tools, and other relevant software.
* Ensure our websites and digital platforms comply with relevant legislation and best practice, for example around accessibility and data protection.
* Support relevant directorate colleagues and stakeholders in using and implementing digital communications and engagement tools and platforms to achieve shared goals.
* Continuously improve existing, and implement new, digital tools, sites and platforms, updating content, designing sitemaps, intuitive user journeys, functionality, templates, and ensuring a smooth launch when a channel goes live.
* Support a community of content authors/platform users, assigning/removing permissions as needed, providing training and guidance, reviewing/approving their content through workflows, and assisting with more complex asks.
* Support the end-of-life process for websites that are no longer needed.
* Support the development, monitoring, reviewing and updating of relevant communications and engagement and directorate-specific policies, procedures and strategies for the organisation in line with legislation and good practice.
* Measure and evaluate the effectiveness of our digital communications, with findings and recommendations reported to key internal and external stakeholders as appropriate.
* Work with external agencies and suppliers, when required, to support the delivery of digital communications solutions, ensuring accessible, engaging and on-brand content.
* Proactively identify improvements to sites and digital campaign performance by capturing and reporting on digital analytics and user metrics using Google Analytics, Data Studio, Search Console, social analytics, and other digital metrics tools.
* Develop briefings for various stakeholders, potentially including The Mayor and portfolio leads (Deputy Mayors and Council Leaders).
* Attend GMCA communications and engagement team meetings to provide updates on your work areas.

## General

* Develop and maintain effective relationships with policy / programme colleagues, communications counterparts from partner organisations and other key stakeholders, ensuring clear and effective channels of communication.
* Proactively work to obtain specialist knowledge and understanding of key issues, tools and technologies, and organisations related to the specialism covered by the role.
* Manage priorities and apportion your time effectively, balancing complex issues, interdependencies and potential conflicts
* Recognise and escalate risks and issues, including those which may cause communications issues for the organisation.
* Contribute to the accuracy, security and validity of data, including potentially sensitive information.
* Always hold yourself and others to a high standard of professionalism, demonstrating your commitment to our values and behaviours as well as ensuring service confidentiality is maintained throughout all we do.
* Work with other teams internally and externally, with collaboration maximised, and support on activity where appropriate.
* Ensure the services delivered internally and externally are inclusive and accessible.
* Align your work area to the Sustainability Strategy and ensure work practices are inclusive of this value and strategic intent.
* Deputise for Communications and Engagement Managers as required, including attendance at meetings.
* Safeguard and enhance the public image and reputation of GMCA, including the Mayor and Deputy Mayor.

NB: This list of duties and responsibilities is by no means exhaustive, and the post holder may be required to undertake other relevant and appropriate duties as required.

## Knowledge and Experience

### Essential

* Good standard of education at Level 3 or above and/or significant relevant experience within a work environment.
* Knowledge of effective digital communications tools, platforms, techniques, approaches and procedures.
* Experience in website and intranet administration and using website content management systems.
* Experience of writing and creating engaging digital communications content for a range of audiences, e.g. web content, graphics and e-newsletters.
* Experience in using digital analytics tools such as Google Analytics, Data Studio and Search Console to evaluate digital platforms and channels and drive improvements to performance.
* Understanding and commitment to GMCA (including GMFRS) and its vision and values and the ability to inspire others to achieve this.
* Good knowledge of and experience in checking / auditing digital content and documents for accessibility compliance against WCAG standards and requirements.
* Experience in working with social media platforms.
* Experience in supporting digital communications projects large or small, with ability to compromise, adapt and respond to requirements as projects change and evolve.

### Desirable

* Experience working within a communications or website content team, ideally within public sector.
* Experience using Umbraco, including experience using U-Skinned templates or similar.
* Experience with SharePoint Online administration and site management.
* Experience in using creative content software, e.g. Adobe InDesign, Premiere Pro, After Effects, Illustrator etc.
* Qualification in digital communications / media or other relevant discipline.
* Experience in checking and remediating documents for accessibility.
* Knowledge and understanding of local government.
* Experience of working in a politically sensitive environment.
* Understanding of the relationship between GMCA, its partners and its long-term goals.
* Experience with SharePoint Online site management and settings.

## Skills, Values and Behaviours

### Essential

* Highly proficient ICT/personal computer skills.
* Ability to build and maintain positive relationships with colleagues and stakeholders.
* Good communications skills, both orally and in writing, including grammar and spelling, with attention to detail.
* Solutions focused, with a logical, methodical approach; able to troubleshoot issues and devise solutions.
* An aptitude for the creative and the technical to help us deliver high quality digital content across our websites, social and other online activity.
* Ability to quickly grasp complex information and convert into content that is engaging and easy to understand.
* Ability to work flexibly and creatively, both independently and as part of an effective team.
* Self-motivation and ability to deal with a demanding workload and deliver consistently to deadlines.
* An interest in exploring new, innovative, and more effective digital communications techniques.
* Commitment to high standards of customer care and public service.
* Willingness to work flexibly as occasional evening and weekend working may be required.
* Willingness and ability to travel when required, within a reasonable time to meet the role demands (individuals providing their own vehicle for use will be eligible for casual car user rate).

### Desirable

* Although this role is content-focused, rather than code/development focused, the post holder will benefit from a basic knowledge of HTML/CSS.

## Corporate Duties

This post is a politically restricted post, as defined by the Local Government and Housing Act 1989 (as amended by Section 30 of the Local Democracy, Economic Development and Construction Act 2009) on one of the following grounds:

* the post is that of a Chief Officer or Deputy Chief Officer or
* the post has delegated powers to discharge the functions of the Authority; or
* the duties associated with the post include giving advice on a regular basis to the Authority, to Committees or Sub-Committees of the Authority (including member panels, Sub-Committees etc.) or to joint committees on which the Authority is represented or give advice to Executive Members, Committees or speak to the media.

The post holder has a right to appeal to the GMCA Chief Executive against the classification of their post as politically restricted.

Do not behave in way which discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability.

Safeguard at all times confidentiality of information relating to staff and pensioners.

Refrain from smoking in any shared entry or exit areas of premises.

Behave in a manner that ensures the security of property and resources.

Abide by all relevant GMCA policies and procedures.

**Records Management / Data Protection** - As an employee of GMCA, you have a legal responsibility for all records (including employee health, financial, personal and administrative) that you gather or use as part of your work with the Service. The records may be paper, electronic, audio or videotapes. You must consult your manager if you have any doubt as to the correct management of the records with which you work.

**Confidentiality and Information Security** - As a GMCA employee you are required to uphold the confidentiality of all records held by the GMCA, whether employee records or GMCA information. This duty lasts indefinitely and will continue after you leave the GMCA employment. All employees must maintain confidentiality and abide by the Data Protection Act.

**Data Quality** - All staff are personally responsible for the quality of data entered by themselves, or on their behalf, on GMCAs computerised systems or manual records (paper records) and must ensure that such data is entered accurately and, in a timely manner, to ensure high standards of data quality in accordance with Departmental protocols. To ensure data is handled in a secure manner protecting the confidentiality of any personal data held in meeting the requirements of the Data Protection Act.

**Health and Safety** - All employees of GMCA have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable GMCA to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the Service’s undertakings.

**Equal Opportunities** - GMCA provides a range of services and employment opportunities for a diverse population. As a GMCA employee you are expected to treat all employees / partners / members of the public and work colleagues with dignity and respect irrespective of their background.