# METROPOLITAN BOROUGH OF ROCHDALE
# JOB DESCRIPTION

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| **SERVICE:** | Neighbourhoods |
| **SECTION:** | Digital Services Team |
| **LOCATION:** | Number One Riverside, Smith Street, Rochdale |
| **JOB TITLE:** | Digital Development Officer |
| **POST NUMBER:** | |
| **Grade:** | Grade 6 |
| **Accountable to:** | Digital Services Lead |
| **Accountable for:** | Not applicable |
| **Hours of Duty:** | 37 hours per week in accordance with the service's work life balance scheme. |
| **Any Special Conditions of Service:** | The Authority operates a Smoke Free Policy for all its employees. This applies to any building and associated grounds within in the immediate vicinity of the building which is wholly owned, leased or operated and occupied by us. |
| | We will expect you to undertake a certain amount of travelling in the execution of your duties. We will pay the appropriate allowances. |
| | This post is Politically Restricted in accordance with the current regulations. |

**The Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects staff to share this commitment.**

# Organisational Chart

# Purpose and Objectives of the Job

Your role is to support the Digital Services Team in creating and maintaining an updated website for use by residents and customers. The role includes, but is not limited to:

- Managing day-to-day content on the website.
- Ensuring the website is focused on top transactions and customer needs.
- Creating a useful and usable information architecture and navigation for the website.
- Reviewing, updating and writing relevant web standards and guidelines.
- Rewriting content for the web, and moving content to updated website templates ensuring it fits in with standards and the vision for the website.
- Ensuring new forms created for the website are customer focused, consistent in style, meet relevant standards and only request essential information.
- Improving the search engine results page to focus the results on top transactions and user needs.
- Supporting a change control process for website updates.
- Ensuring the website meets standards and good practice guidelines on both usability and accessibility, and relevant legislation.
- Working with services to improve customer experience and supporting them to reduce avoidable contact.

## Control of Resources

### Personnel
You will be self motivated to provide the best service possible to the borough of Rochdale and its people according to our policies and procedures.

### Financial
You will work according to our financial regulations and procedures.

### Equipment/Materials
You are responsible for personal safe use and maintenance of equipment, furniture and materials.

## Health/Safety/Welfare

You have a responsibility for the safety and welfare of yourself and colleagues according to our health and safety policies.

## Equality and Diversity

You will work according to our equality and diversity policy.

## Training and Development

You will help to identify your own training and development needs and undertake them according to our Performance Management Framework.

## Relationships (Internal and External)

Internal: Colleagues in Digital Services team, Communications and ICT officers within the wider authority, council partners, councillors and trade union officials.

External: Community groups, voluntary organisations, members of the public, partners, training providers and suppliers of goods and services.

## Responsibilities

You must:
1. Perform your duties in according to our Equality and Diversity Policy.
2. Commit to public service orientation and care of our customers.

## Values and Behaviours

You will approach your job at all times using the values set out in the Rochdale Way:

- Valuing our people
- Focusing on customers
- Acting with integrity
- Using time and money wisely
- Working together
- Always learning and improving

You will be aware of, and apply the Rochdale Way behaviours at all times.

## Principal Duties

You will:
1. Take responsibility for managing day-to-day updates to the website.
2. Create a useful and usable information architecture and navigation for the website ensuring the website is focused on top transactions and customer needs.
3. Improve the search engine results page to focus the results on top transactions and user needs.
4. Support a change control process for website updates.
5. Ensure new forms created for the website are customer focused, consistent in style, meet relevant standards and only request essential information.
6. Work with services to
   - Identify and prioritise web content eg it reduces avoidable contact for the council, meets legislative requirements.
   - Write and rewrite content for the website to an excellent standard. This includes reducing large amounts of text into a customer friendly format ie it must be customer focused, accessible and usable, meet writing for the web guidelines and standards, and be free from spelling and grammatical errors.
   - Remove bad content from the website.
   - Improve the customer journey and experience eg through usability testing, customer insight, standards and guidelines.
7. Move content to the updated templates ensuring it fits in with relevant standards and the vision for the website.
8. Work with 3$^{rd}$ party suppliers to ensure the look and feel fits in with the corporate council website.
9. Use appropriate website analytical tools to understand website usage and produce reports as required eg using Google analytics.
10. Manipulate images to ensure they meet website standards.
11. Undertake user testing with customers, report on findings and undertake necessary changes.
12. Review, update, write and implement relevant web standards.
13. Ensure the website meets standards and good practice guidelines on both usability and accessibility, and relevant legislation eg EU Cookie Directive, EU Services Directive – Licensing, W3C, Data Protection Act.
14. To be aware of the skills and pressures of other team members and offer support as required.
15. Act as an ambassador for the web development project ensuring key staff in the council are aware of the project, its effect on their service area and the project outcomes.
16. Contribute to the development of projects, plans and standards.
17. Develop and co-ordinate projects and initiatives within the service in response to identified needs.
18. Contribute as required to projects within the team in the following ways:
    - Project management
    - Project development
    - Promoting and gaining support for projects and driving them forward
    - Research and analysis
    - Preparing reports
    - Presenting data and information to internal and external partners
    - Presenting recommendations to management and to members
    - Servicing meetings
    - Preparing and monitoring budgets
19. Have a 'can do' approach to work and be a pro-active and helpful member of the team, sharing the day to day routine of the office. This will include taking phone messages and fulfilling basic administrative duties.

20. Undertake other equivalent duties and responsibilities. These may be determined by your Service Director (or nominated representative) in consultation with you and, if you wish, with your trade union representative.

## Secondary Duties

You will:
1. Participate in our training programmes as a trainee and, when required, as a trainer or facilitator.
2. Undertake other equivalent duties and responsibilities. These may be determined by your Service Director (or nominated representative) in consultation with you and, if you wish, with your trade union representative.

Job Description prepared by    Rahna Riley      Date    13/07/2017

Agreed by Postholder             Date

Head of Communications    Danny Brierley      Date    18/07/17

Assistant Service Director    John Rooney      Date    18/10/17

| | **Rochdale Metropolitan Borough Council**<br>**Person Specification** |
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| Service : | Neighbourhoods | Post: | Digital Development Officer |
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| Section : | Digital Services Team | Post Number : | |
| Job Ref: | C12157 | Grade: | Grade 6 |

**Note to Applicants:**
The *Essential Criteria* are the qualifications, experience, skills or knowledge you MUST SHOW YOU HAVE to be considered for the job.
The *How Identified* column shows how the Council will obtain the necessary information about you.
If the *How Identified* column says the **Application Form** next to an *Essential Criteria* you MUST include in your application enough information to show **how** you meet this criteria.  You should include examples from your paid or voluntary work.
**The Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects staff to share this commitment.**

| | Criteria | Essential (E) or Desirable (D) | How Identified:<br>AF Application Form<br>I Interview<br>A Assessment |
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| **(a)** | **Special Working Conditions** | | |
| 1 | Please confirm that you are willing to travel in the course of your duties. | E | AF, I |
| 2 | Please confirm that you are willing to undertake out of hours working as required. | E | AF, I |
| **(b)** | **Qualification and Experience** | | |
| 1 | Tell us about the websites you have worked on, especially about your contribution in terms of creating useful and usable customer focused information architecture and website navigation? | E | AF, I, A |
| 2 | Give some examples of how you organise your work and what tools you use to plan ahead. | E | AF, I, A |
| 3 | What is your experience of writing to an excellent standard? Give us some examples of when you have edited text to produce succinct customer focused website content free from spelling and grammatical errors? | E | AF, I, A |
| 4 | Tell us about your experience of using Microsoft Office, analytical tools (e.g. Google analytics) and image manipulation software (e.g. Photoshop) and tell us what you have used them for. | E | AF, I |
| 5 | We would like to know about your experience of carrying out research, data analysis, report writing and preparing and delivering presentations. | E | AF, I |
| 6 | Provide some examples that demonstrate you can work effectively on your own initiative and unsupervised as well as part of a team. | E | AF, I |

| | Criteria | Essential (E) or Desirable (D) | How Identified: AF Application Form I Interview A Assessment |
|---|---|---|---|
| **(b)** | **Qualification and Experience (continued)** | | |
| 7 | Tell us about your experience of managing a demanding workload and your ability to prioritise and deliver consistent and timely results? | E | AF, I, A |
| 8 | What is your experience of managing and implementing projects? | E | AF, I |
| **(c)** | **Skills and Knowledge** | | |
| 1 | What is your understanding of accessibility and usability as it relates to websites and why is user testing important? | E | AF, I, A |
| 2 | Do you have the ability to communicate clearly, concisely and effectively both verbally and in writing? | E | AF, I |
| 3 | How have you used you negotiation skills to influence people and manage difficult or challenging situations? | E | AF, I |
| 4 | How have you used your proofreading and copy editing skills to improve website content? | E | AF, I, A |
| 5 | Tell us how you motivate yourself and how you have motivated others in a variety of scenarios. | E | AF, I |
| 6 | Give some examples of when you have been adaptable, flexible and forward thinking in your approach to solving a problem or an issue. | E | AF, I |
| **(d)** | **Behaviours and Values** | | |
| 1 | Please give some examples that demonstrate you can work in line with and confirm that you are willing to adhere to the Rochdale Way values and behaviours;<br><br>• Valuing our people.<br>• Focusing on customers.<br>• Acting with integrity.<br>• Using time and money wisely.<br>• Working together.<br>• Always learning and improving. | E | AF, I |
| 2 | If applying as part of the Armed Forces Scheme: Please confirm your last long term employer was the Armed Forces. | D | AF |
| 3 | If applying as part of the Armed Forces Scheme: Please confirm you have been looking for a job for 6-24 months | D | AF |

| | since you left the Armed Forces. | | |
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