**05/01/2018  
Digital Development Adviser (Ref VP113 / 20388)**

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| **Police Staff** **Digital Development Adviser** **Communications and Engagement** **Role Definition:VP113 / 20388** |

**ROLE DEFINITION**

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| Dept / Area Command: | Communications and Engagement | http://domcms/icons/ecblank.gif | Section: | Engagement |
| Post Title: | Digital Development Adviser | http://domcms/icons/ecblank.gif | Post Reference: | VP113 / 20388 |
| Post Grade: | Grade G | http://domcms/icons/ecblank.gif | Location: | Forth Banks |
| Car User Status: | N/A | http://domcms/icons/ecblank.gif | Telephone Allowance: | None |
| Shift Allowance: | None | http://domcms/icons/ecblank.gif | Standby Allowance: | None |
| Weekend Enhancement: | None | http://domcms/icons/ecblank.gif | Contractual Overtime: | None |
| Line Manager: | Engagement Manager | | | |
| Staff Responsibilities: | Not Applicable | | | |
| Purpose: | Develop and deliver a digital first approach to communication and engagement across the Force, promoting new and innovative digital tools and technologies that will enhance the Force’s ability to effectively communicate internally and externally across a range of different digital channels and platforms. | | | |

**Key Responsibilities:-**

**1. Develop a digital first approach to internal and external engagement and interaction to maximise social media, virtual communities, technology and self-service opportunities.**

**2. Responsible for delivery of digital campaigns in support of the engagement strategy which will raise awareness and drive engagement.**

**3. Help deliver digital projects such as Your Northumbria and My Street**

**4. Empower and provide digital communication guidance to officers and staff to enable them to engage directly with colleagues, communities and partners to enhance engagement.**

**5. Analyse trends to identify new and innovative forms of digital communication enabling Northumbria Police to be at the forefront of internal and external engagement including blogs, web chats and internal community forums.**

**6. Identify areas where technology can be streamlined, advanced or create new opportunities ensuring Northumbria Police remains at the forefront of digital communication.**

**7. Responsible for the development of a social media strategy with the aim to drive and monitor social networking across the force.**

**8. Measure and evaluate digital communication and engagement activities through relevant management tools.**

**9. Ensure Northumbria Police’s digital and social media channels are market-leading when it comes to engaging content and analysis.**

**The postholder may be required to undertake such other responsibilities as are reasonably commensurate with the grade of the post.**

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