

<b>JOB TITLE:</b>	DIGITAL OFFICER
<b>JOB HOLDER:</b>	
<b>DATE UPDATED:</b>	JUNE 2023
<b>CODE (Office Use):</b>	
<b>REVISION (Office</b>	

**\*\*This job description is for guidance only and not part of the employment contract. Please see the guidance notes on the intranet for more information on completing it.\*\***

---

## **1 MAIN PURPOSE OF THE JOB**

The Digital Officer is responsible for the updating, maintenance, and development of our websites. Acting as a champion for best practices and ensuring that content is optimised for delivery on our websites, the digital officer would be an advocate for great user experience, taking an active role in website design, optimisation, and update.

Working alongside the digital manager and digital executive for reporting, the digital officer will regularly work with stakeholders to test and refine content. The Digital officer will be an excellent digital 'all-rounder' enabling digital transformation and leading development to meet the needs of customers and our organisational objectives.

---

## **2 POSITION IN THE ORGANISATION**

The position sits within the wider Digital, Data and Technology (DDaT) team, reporting to the Digital Manager. The role will involve collaboration with colleagues throughout the business.

---

## **3 DIMENSION & LIMITS OF AUTHORITY**

The role holder will work within the digital team and have no direct responsibility for budget. The role holder may be given responsibility for small self-contained content projects working with established strategic partners.

---

## **4 QUALIFICATIONS**

The role holder will have relevant practical experience, working with web technologies and excellent writing ability.

Have a strong background in data analysis and practice knowledge of how web tracking works.

A good working knowledge of front-end web development would be beneficial.

---

## **5 SKILLS & EXPERIENCE**

The position holder will have demonstrable experience working with web technology and creating web content. They will have a strong focus on User Experience (UX)

working independently and with external suppliers to improve and optimise user journeys across digital products.

The position holder will have excellent knowledge of CMS systems and a keen eye for digital presentation with a good knowledge of typography, web design and user experience principles.

A high standard of internal and external customers is essential and the candidate will have the maturity of approach and responsibility to manage these relationships effectively.

If you have a passion for user-centric design and a deep understanding of digital technologies,

You will have:

- Passion for user-centric design and a good understanding of UX
- Deep understanding of digital technologies
- The ability to communicate effectively with stakeholders
- Excellent computer literacy
- Good planning and organisational skills
- The ability to work under own initiative, delivering feedback to internal customers and suggesting improvements.
- Excellent internal stakeholder engagement skills
- The ability to present ideas clearly and concisely to internal clients' specifications
- The ability to meet deadlines and work under pressure
- Some knowledge of HTML and CSS would be beneficial
- Experience with Drupal, WordPress and other CMSs would be beneficial.
- Experience with Adobe Suite / Canva or other editing platforms would be beneficial.

## 6 DUTIES AND RESPONSIBILITIES

Duty	Description	%
Optimising Web Content	The Digital Officer will be responsible for driving the optimisation of the website content, championing user experience design and website structure to improve our customer experiences. The Digital Officer will be responsible for highlighting opportunities and best practices to internal users to enable them to reach strategic goals when utilising digital channels. They will utilise tools such as A/B testing, Tree Testing, Information Architecture, and Task Analysis to ensure our digital channels are reaching their potential.	
Supporting and Co-ordinating Requests	Respond to work requests and coordinate their completion with the wider digital team. Identify common trends and highlight them to the respective areas. Assisting colleagues where possible to 'self-serve' or engage with digital technologies and follow best practices.	
Reporting	Working alongside the digital manager and digital executive for reporting the Digital officer will use appropriate metrics and analysis to highlight opportunities for improvement and	

	identify research questions and user insights to direct future improvements.	
Stakeholder engagement	Engage with stakeholders throughout the business on a regular basis through established development boards – take a leading role in encouraging collaboration across teams to ensure that insights and opportunities are appropriately prioritised and acted upon with stakeholders.	
Development	Working with the wider DDaT teams act as a key driver in delivering new developments to digital products including our websites, mobile app, and wider digital service catalogue. Where appropriate taking ownership of digital projects and their delivery.	
BAU	Support the business-as-usual activities of the wider digital team as required. Including areas such as digital marketing, tracking and reporting, online community and mobile app and email campaigns and automation.	

---