

# Role description

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| Post | Digital Communications Officer (Website) |
| Department | Corporate Services |
| Location | All Wales with offices in Cardiff and St Asaph  All staff are currently working from home |
| Pay band: | A3 £28,796 - £32,351 |
| Line manages: | n/a |
| Reports to: | Senior Digital Communications Officer |

As a member of our communications and public affairs team, you will play a key role in routinely managing the organisation’s website, as well as developing and improving its functionality and effectiveness to make sure it can meet any future requirements. As part of this work, you will quality-assure the structure and content of the website.

**Job Purpose:**

The purpose of the digital communications officer (website) role is to:

* lead the effective day to-day running and development of the Social Care Wales website.
* constantly monitor and review the website, and recommend and implement agreed improvements to the design, content, and functionality.
* implement the website governance process and work with other members of the team who are web editors to make sure the quality of the website is maintained and enhanced.
* provide guidance and coaching for colleagues on best practice in developing and publishing content for the website.

Job purpose:

1. **Lead the effective day to-day running and development of the Social Care Wales website.**

* Maintain the website to a high professional standard, making sure it meets accessibility standards and is free of spelling mistakes and broken links.
* Add new items from colleagues or revise existing content as and when required.
* Generate new content where necessary.
* Maintain oversight of the quality of content added to the website.
* Act as the main contact between Social Care Wales and the web developers, alerting them to any technical issues, and working to resolve them as soon as possible, with a minimum of disruption.
* Supervise and monitor the operation of the web developer’s help desk for the website and address any issues or areas for improvement.
* Develop and manage a budget for maintaining and developing the website.

1. **Constantly monitor and review the website and recommend, and implement agreed improvements to the design, content, and functionality.**

* Collate all relevant and helpful statistics on the functionality, usage, and appeal of the website, as well as visitor satisfaction, and advise on improvements.
* Carry out regular audits and identify areas where content needs to be added, revised, or removed on the website.
* Approach relevant content owners or the communication team’s content officers and brief them on what needs to be done to improve identified areas of the website.
* Identify ways in which the structure and functions of the website can best be developed and improved in response to user feedback.
* Co-ordinate work with our web developers to make agreed improvements and report regularly on progress.

1. **Implement the website governance process and work with other members of the team who are web editors to make sure the quality of the website is maintained and enhanced.**

* Meet regularly with the team’s content officers and others who may publish content on the website to discuss any issues and agree solutions.
* Give advice, support and training, where required, to the content officers and other colleagues in the team, to help them structure their pages and supply better content for the website.
* Coach other members of the team in the development of effective html content for the website.
* Advise colleagues inside and outside the team on the best location on the website for new or revised content.

1. **Provide guidance and coaching for colleagues on best practice in developing and publishing content for the website and other digital developments.**

* Support and contribute to the implementation of digital best practice across the organisation, including accessibility and search engine optimisation.
* Support, and contribute to, the implementation of the Social Care Wales digital communication strategy.
* Support and contribute to, the development of other web platforms in Social Care Wales’s digital ecosystem.
* Provide specialist input and guidance as a member of the organisation’s digital learning project group. The same would apply to any other digital initiative project group the post-holder would be part of.

In your area of work, you will also:

* adopt agile working practices and encourage a culture of continuous improvement, innovation, and excellence, learning from others and building networks.
* support and promote changes in the organisation’s processes and apply them in your work.
* take part in putting specific projects, procedures, and guidelines into practice to help align the workforce with the strategic goals of the organisation.
* promote Social Care Wales’s breadth of resources and expertise.
* support delivery of the organisational communications plan to effectively manage resources.
* carry out other duties appropriate to the level of the post that may reasonably be required.
* assist in providing effective and efficient financial resource management by budgeting and monitoring spend, as well as raising requisitions and orders for the team’s expenditure.
* support the wider communication team’s activities in social media, media relations, publications, and internal communications, as and when required.
* maintain confidentiality when dealing with sensitive, personal, or confidential information.
* promote and reflect our values, anti-discriminatory practice, equal opportunities, and Welsh Language Standards, making sure they are incorporated in every aspect of our work, and place people who use care and support at the heart of our work.
* respond proactively to colleagues, take part in team working, work to corporate policies and procedures, and contribute to the effective running of Social Care Wales
* promote good working relationships with partners and customers in Wales and the rest of the UK.
* complete relevant training and, where required, assist with the training of others.

**Person specification**

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| Post: | **Digital Communications Officer (Website)** |

We expect all our staff embrace and demonstrate behaviour that is in line with our Organisational Values.

**Respect Everyone**

Seeing people as Individuals and treating everyone with dignity and respect

**Professional Approach**

Acting responsibly and appropriately, holding each other to account.

**Always Learning**

Improving ourselves and supporting others to be the best we can be.

**Involve People**

Encourage and enable everyone to work together.

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|  | Essential | Desirable |
| Qualifications | Evidence of continuous professional development. | A relevant qualification in digital technology, content design, marketing, or equivalent experience. |
| Knowledge | Up-to-date knowledge of best practice approaches in content management, content design, and website governance. | Up-to date and advanced knowledge of SEO best practice. |
| Experience | Substantial experience of developing, managing, and maintaining websites, including a thorough knowledge of content management systems, HTML, site structure, analytical and governance tools | Trained in, and experience of, agile approaches to digital development.  Experience in the public sector  Previous experience of producing newsletters and articles. |
| Skills & Attributes | Analytical and able to see the work from the perspective of groups at whom content is targeted.  Good understanding of accessibility and user-centred design/content, and the ability to create content that meets accessibility requirements.  Strong computer skills and excellent working knowledge of project based e-mail platforms, photo editing software, MSOffice (Word, PowerPoint, Excel and Outlook).  Ability to grasp the needs of colleagues and propose practical solutions.  Able to manage multiple projects at the same time, each with a different timeline.  Confidence, to present and explain ideas to colleagues, including senior management.  Attention to detail and accuracy.  Professional approach to time and deadlines.  Able to read, write speak and proof-read to a high standard in both Welsh and English. |  |

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**Confidential**

**Application form**

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| Post applied for: |  |

For HR use only:

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| Candidate Reference Number |  |

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The information you provide in pages 1 to 4 of this application will only seen by our HR Team.

Only pages 5 onwards will be seen and used by the recruitment panel for shortlisting and interviewing.

**Personal details**

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| --- | --- |
| **Surname** |  |
| **First name (s)** |  |
| **Pre-fix**  Mr/Mrs/Ms/Miss etc |  |
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| **Home address** |  |
| **Telephone number** |  |
| **e-mail address** |  |

**References**

Please give details of two people to whom we may apply for a reference. One of these must be your present or most recent employer if applicable.

References will not be sought until after interview.

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| --- | --- |
| 1. Name: | 2. Name: |
| Job Title: | Job Title |
| Capacity: | Capacity: |
| Address: | Address: |
| Postcode: | Postcode: |
| Telephone: | Telephone: |
| e-mail: | e-mail: |

**Relationships**

Have you any friends or relatives employed by the Social Care Wales? If so, please provide name(s) and relationships with those named.

*We us this information to make sure there are no conflicts of interest on our shortlist and interview panels.*

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**Legal status to work in the UK**

Do you have the legal right to work in the UK? (delete as appropriate)\* Yes/No\*

If ‘Yes’ but there are conditions attached, for example start or finish dates, please give details:

If ‘No’ please provide details of what type of permit you require

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**Please note:** If appointed, evidence of eligibility to work in the UK will need to be provided.

**Availability**

Are there any dates during the next two months when you cannot attend for interview?

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**Disability Confident**

We are a Disability Confident Committed employer. We will guarantee an interview to disabled people if they meet the minimum criteria for the post applied for.

I have a disability and would like to be given a guaranteed interview under scheme:

Yes No

**Assistance at interview**

Please provide details of any specific assistance, needs or equipment you may require to support you to attend an interview

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**Language choice**

Would you like to receive any elements of the interview process in Welsh?

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How did you hear about this position?

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**Education/qualifications**

Please give name and type of establishment and list qualifications gained.

Please note that you only need to list qualifications that link to the requirements outlined in the job description and person specification.

| **Establishment** | **Qualifications** |
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**Membership of professional bodies and professional qualifications**

Please give details of your membership of professional bodies and the level of qualification attained.

| **Professional Organisation** | **Level of membership attained** |
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**Employment**

If you are a school/college leaver please include details of holiday jobs where applicable.

**Present or last employer**

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| Name, address and nature of business: |
| Position held and responsibilities: |
| Dates (Month and Year) From: To: |
| Salary (now or on leaving): |
| Notice Period: |
| Reason for leaving: |

**Previous employers**

Starting with the most recent. Add more rows if necessary.

| **Name and nature of business** | **Position held and main responsibilities** | **Duration - months and years** |
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**Supporting statement**

Taking into account the essential criteria outlined in the job description, please write below a supporting statement outlining how you feel your skills, knowledge and experience make you a suitable candidate for this role. Please include examples where possible. (We recommend between 500 – 1,000 words).

*Please note that the box will expand as you write in it if you require more space.*

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**Welsh language skills**

Please tell us about your Welsh language skills by putting an **x** in the box next to the statement that best suits your level of ability.

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| **Reading** | x |
| No skills |  |
| Can read some basic words and phrases with understanding |  |
| Can read simple material on everyday topics with understanding |  |
| Can read some routine work-related material with support e.g. dictionary |  |
| Can read most work-related material |  |
| Full understanding of all work-related material |  |
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| **Listening** |  |
| No skills |  |
| Can understand parts of a basic conversation |  |
| Can understand basic conversations about everyday topics |  |
| Can understand routine work-related conversations |  |
| Can understand most work-related conversations |  |
| Can understand all work-related conversations |  |
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| **Writing** |  |
| No skills |  |
| Can write basic messages on everyday topics |  |
| Can write simple work-related correspondence |  |
| Can prepare routine work-related material with checking |  |
| Can prepare most written work in Welsh |  |
| Can prepare written material for all work related matters |  |
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| **Speaking** |  |
| No skills |  |
| Can hold a basic conversation in Welsh |  |
| Can converse in simple work related conversations |  |
| Can converse in some work related conversations |  |
| Can converse in most work related conversations |  |
| Fluent |  |
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**Declaration**

I confirm that the details of this application and the evidence of competency provided in support of it, are to the best of my knowledge true and accurate; and I consent to Social Care Wales processing, by means of a computer database or otherwise, any information I have provided for the purposes of employment with Social Care Wales.

You can read our [privacy notice in full here](https://socialcare.wales/generic-content/privacy-notice).

Signature**:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please return your completed application form to [HRTeam@socialcare.wales](mailto:HRTeam@socialcare.wales)