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| **Post** | Multimedia & Communications Support Officer | **Post No** |  |
| **Line Manager** | Corporate Communications Officer | **Location** | Headquarters, Shrewsbury |
| **Directorate** | Service Support | **Section** | Service Development |
| **Scale** | Grade 8 | **Current Salary** | £34,314 - £37,938 |
| **Hours** | 37 per week | **Status of Post** | Permanent |

**1 Job Purpose**

The post holder will be responsible for the design and development of multimedia applications and systems including the maintenance and management of the internal/external Websites and social media channels. Keeping up to date and implementing media and design solutions. The post holder will provide press and media support as well advising on communications for Service wide issues both internally and externally.

Provide an integral communications function to all levels of the Service providing advice and support to ensure mitigation of reputational risk, taking into consideration Service requirements.

1. **Major Tasks**

2.1 Design and create content to support internal and external communication campaigns and strategies throughout the Service taking into consideration requirements for accessibility.

2.2 Liaise with key internal stakeholders to ensure clear communications guidance providing advice and support regarding requirements against departmental Service objectives.

2.3 Liaise with external stakeholders i.e. multi agencies to ensure links to reach wider audiences with county wide communication campaigns

2.4 Engage with FA members to support communication requirements both to internal and external audiences.

2.5 Research and identify appropriate communication and design systems ensuring efficient and effective delivery of messages.

2.6 Produce high quality photography images and video footage to support the communications strategy for both internal and external audiences.

2.7 Provide media/social media training to all levels of the service supporting the employee induction programme.

2.8 Create and Source images for service use both internally and externally ensuring compliance with GDPR regulations.

2.9 Maintain content of the external website. Review and evaluate content, create analytic reports for internal use and promote data driven changes.

2.10 Develop and enhance the Service’s internal portal including overseeing content auditing, site page creation and user experience testing.

2.11 To have a proficient working knowledge of relevant software and to keep up to date with technological and software developments

2.12 Act as media liaison officer at significant incidents covering all aspects including photography and press relations.

2.13 Act as initial point of contact for press enquiries directing responses as appropriate and providing advice and guidance to mitigate reputational impact and ensure effective delivery of key messages.

2.14 Support the communications officer with the development and implementation of the Service information and communications strategies, contributing to Service policy.

2.15 Review and update the Service’s corporate branding and associated policies.

2.16 Offer advice and guidance on all aspects of communication methods to all levels of the service with regards to appropriate imagery and design of corporate literature

2.17 Provide analytics for specific communication strategies to stakeholders to ensure informed decisions and influence for future strategies.

2.18 Monitor social media channels to identify reputational risk and Service impact. Provide advice to executive and key stakeholders to maintain Service reputation

2.19 Devise communications plans to support departmental campaigns to ensure timely and effective delivery.

2.20 Identifying Sourcing and maintaining communications media equipment.

To support the Corporate Communications Officer:

* Writing press releases and statements both proactive and reactively for incidents and general Service communications
* Media liaison – maintain press office function- act as media liaison officer during significant incident if CO is otherwise engaged.
* Providing media briefs and interview preparation support to internal and external stakeholders
* Cover for CO during extended periods of absence.
* Provide Specialist advice to the Service on the best communication tools to use based on demographic, audience and desired outcomes.

# Other Tasks

3.1 To ensure that the Brigade policies on equality and diversity at work are implemented, monitored and adhered to at all times, in order to achieve a working environment that promotes equality and diversity. Be sensitive to the feelings and needs of others.

3.2 To support the organisation in embedding the ‘core values’, strategic aims and corporate objectives.

3.3 To ensure all duties are carried out in accordance with the Authority’s IT Security Policy.

3.4 To comply with the Health and Safety responsibilities set out in Appendix A to this job description.

3.5 To assist in the implementation of the Authority’s Service Plan and in the achievement of the objectives for the Authority as a whole.

3.6 Ensuring information is securely maintained and treated confidentially in accordance with Service policy, the Data Protection Act and other Information Acts.

3.7 To make an effective contribution to the corporate aims of the Fire Authority.

3.8 Maintain proper administrative procedures and records in accordance with Service policy, orders and instructions including documenting and recording work activity.

3.9 Ensure that any defect of Service premises, accommodation, furnishings, vehicles fixtures and fittings are reported in accordance with specified procedures.

3.10 To become involved in and to respond effectively to the changing requirements of the Authority.

3.11 To carry out such other duties as may be directed, commensurate with the grading of the post.

**4 Job Overview**

**4.1 Knowledge and Skills**

The postholder will need a detailed understanding of relevant legislation related to their area of work. The postholder may be faced with problems or situations which they must resolve without reference to senior management.

The postholder on occasions may be required to motivate and/or train other members of staff. The post also requires advisory, guiding, negotiating and/or persuasive skills at a developed level. The postholder will be required to communicate information which can sometimes be contentious.

**4.2 Demands**

There will be a need to work to deadlines whilst managing occasional interruptions or conflicting demands.

**Status of job description**

Reviewed December 2024.

**Safety Responsibilities Appendix A**

**Individual Employees**

* Each employee is responsible for their own acts or omissions and the effect that these may have upon the safety of themselves or any other person.
* Every employee must use safety equipment or personal protective equipment (PPE) in a proper manner and for the purpose intended.
* Any employee who intentionally or recklessly misuses anything supplied in the interests of health and safety will be subject to disciplinary procedures.
* Every employee must work in accordance with any health and safety instruction or training that has been given.
* No employee may undertake any task for which they have not been authorised and for which they are not adequately trained.
* Every employee is required to bring to the attention of their supervisor/manager any hazard or perceived shortcoming in our safety arrangements.
* Every employee must report any near miss, accident or dangerous occurrence that they witness or are involved in.
* All employees must co-operate with their employer to ensure legal requirements are met and the highest standards of safety management are maintained.
* Every employee must observe correct manual handling techniques when lifting carrying or moving a load.
* Every employee must follow the Brigade General Health and Safety Rules.

**Person Specification**

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|  | **Essential** | **Desirable** | **Method of Assessment** |
| Qualifications (or equivalent skills) | Degree/diploma level qualification or strong portfolio of experience in a multimedia discipline such as multimedia, web development, graphic and media design. |  | Application form |
| Experience | Have built up a strong portfolio of work to demonstrate skills and creativity.  Involved in relevant project work or placements in the multimedia environment |  | Application form  Interview |
| Knowledge and Skills | Possess creative skills underpinned with an understanding of technical applications  Strong interpersonal, communication and presentation skills  Well-developed problem solving and analytical skills  Attention to detail with a good eye for design and layout.  A high level of competency in using a range of relevant software applications | Knowledge of the political context of the local Authority environment.  Knowledge of local, regional and national media processes and protocols | Application  Interview  Work related tests |

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|  | **Essential** | **Desirable** | **Method of Assessment** |
| **Personal Qualities** | Highly motivated towards keeping up to date with technological developments.  Ability to follow a brief from initial concept through to customer handover  The ability to work on own initiative with minimal supervision. |  | Application form  Interview |