Digital IAG Advisor
Grade 6

Our Vision

An innovative, ambitious and sustainable county, where everyone has the opportunity to prosper, be healthy and happy.

Our Outcomes

We want everyone in Staffordshire to:
- Have access to more good jobs and share the benefit of economic growth
- Live in thriving and sustainable communities
- Be healthier and more independent for longer

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, flourish and contribute to our ambitious plans. Our values are at the heart of the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

- Ambitious – We are ambitious for our communities and citizens
- Courageous – We recognise our challenges and are prepared to make courageous decisions
- Empowering – We empower and support our people by giving them the opportunity to do their jobs well.

About the Service

Digital Team

Function Purpose and Values
We are a people business – excellent customer insight and experience needs to be at the heart of everything we do. Customers today have high expectations; their experience of using council services should not be second rate. We aim to meet customer needs by giving consistent information, advice and support at their convenience. Our customer model is built on the following principles.

With pride. With purpose. With you.

- A service that offers ease of access and intuitive navigation
- Consistent and high-quality contact management
- A service driven by customer insight and demand analysis.
- A service that is delivered through appropriate delivery channels.
- A service which has resilience and scale
- A service that is efficiently delivered
-

The purpose of the digital team is to:

- Manage the Staffordshire County Council corporate website, corporate intranet and partner sites to ensure a dynamic and interactive web presence that meets customers' needs.
- Implement and deliver strategies that improve customer service and the online user experience for citizens.
- Deliver cost and resource efficiencies through online service delivery.
- Ensure statutory legislation and best practice guidelines for the web are adhered to.
- Ensure that processes, procedures and standards are implemented and developed to ensure high quality web solutions.
- Manage and support the editing community to publish content in a consistent way to high standards.
- Provide advice on web services to all levels within the organisation including those at a senior level.

Reporting Relationships

Responsible to: Digital Manager and relevant Health and Care digital leads

Responsible for: N/A

Key Accountabilities:

- Proactively manage the operational day to day administration of Information Advice and Guidance (IAG) digital platforms, including the editing, updating and approval of information to ensure a high standard of online content.

- Oversee a governance structure across the Health and Care directorate to assist, scope out, develop and enhance the design and review of online customer journeys and web flow. Providing updated advice and guidance relating to IAG platforms including web pages, Staffordshire Connects, and the Do It Platform, to the editing community, other

officers and service leads. Ensuring information, data protection and accessibility standards are adopted and adhered to.

- Promote and grow the take up and usage of the IAG digital platforms to other officers and with a range of providers from the community and voluntary, private and public sector. Actively engage using a variety of formats and develop and deliver training and guidance to increase competently and confidence in the products.

- Proactively manage the IAG mailboxes, replying to customer enquiries and troubleshooting issues.

- Create and contribute to regular online platform usage performance reports, based on evidence and analysis of visitor statistics, customer satisfaction data, digital media usage and trends, and customer feedback.

- Pro-actively research innovative online IAG solutions and provide options appraisals towards implementing new/ improved functionality to better deliver customer focused self-service online

- Work with ICT Security, Digital Team and the Information Governance Unit to ensure the online platforms adhere to relevant technical security and information governance policies, accessibility and privacy/security standards.

- Any other duties as may be assigned from time to time by the Digital Manager or their nominee.

Professional Accountabilities:

The post holder is required to contribute to the achievement of the Council objectives through:

Financial Management

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

People Management

Engaging with People Management policies and processes

With pride. With purpose. With you.

Equalities

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

Climate Change

Delivering energy conservation practices in line with the Council's climate change strategy.

Health and Safety

Ensuring a work environment that protects people's health and safety and that promotes welfare, and which is in accordance with the Council's Health & Safety policy.

Safeguarding

Commitment to safeguarding and promoting the welfare of vulnerable groups.

The content of this Job Description and Person Specification will be reviewed on a regular basis.

With pride. With purpose. With you.

Person Specification

A = Assessed at Application
I = Assessed at Interview
T = Assessed through Test

Minimum Criteria for Disability Confident Scheme *	Criteria	Measured by
disability confident EMPLOYER	**Qualifications/Professional membership** Educated to Diploma Level 3 or experience in a similar role that may be deemed to have brought the post holder to a comparable level of attainment.	A
disability confident EMPLOYER disability confident EMPLOYER disability confident EMPLOYER disability confident EMPLOYER	**Knowledge and Experience.** Demonstrable experience of working in a similar role. Experience of working with and managing information across software systems / Content Management Systems (CMS) and be capable of adapting to new systems. Knowledge of IT legislation and best practice. Ability to establish and maintain good working relationships with a wide range of people. Experience of identifying evidence based improvement to service delivery through online systems. Ability to analyse customer satisfaction and web traffic statistics, collate information and assimilate large amounts of data for performance reporting purposes.	A A/I A/I I A/I A/I

	Knowledge of web usability issues and user testing techniques.	A/I
	Ability to research, adapt and develop innovative ideas to drive continuous improvements to online functionality.	A/I
	Ability to work with internal and external stakeholders, to deadlines, with conflicting demands under pressure.	A/I
	Proven abilities to work independently and in a team, on own initiative, producing high quality, high volume and accurate work to tight deadlines.	I
	Skills	
	A very high standard of oral and written communications, and the ability to use customer focused language and plain English.	A/I
	Excellent project management skills and ability to deal with complex projects.	A/I
	Proven ability to work with minimum direct supervision demonstrating ability to use initiative and problem solving skills.	A/I
	Professional approach	I
	Positive and friendly attitude	I
	Excellent interpersonal # and influencing skills	I
	Ability to challenge and enquire whilst maintaining effective relationships	A/I
	Self starter & team player	A/I
	Assertive	I
		A

	Proven skills in common IT software, such as Microsoft Word, Excel and PowerPoint. This post is designated as a casual car user	

If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, braille, another language on cassette or disc, please ask us by contacting Talent & Resourcing Team 01785 278300

With pride. With purpose. With you.