

Digital Officer

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 the people of Staffordshire
- **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

As a vital component of our organisation The Digital Team is at the forefront of driving digital innovation and online excellence. Tasked with crafting and optimising digital experiences the team collaborates with partners and stakeholders from across the whole organisation to design and implement cutting edge solutions. From web development, user interface design,

automation and artificial intelligence the team is committed to elevating Staffordshire County Council's digital footprint.

About the Role

As a **Digital Officer** within our dynamic **Digital Team** your role encompasses a diverse range of responsibilities from assisting the development and implementation of web-based projects to analysing digital performance metrics. You'll collaborate closely with team members across various functions ensuring seamless communication and coordination. With a keen eye for detail and a passion for digital innovation you'll contribute to enhancing our online presence and user experience.

Reporting Relationships

Responsible to: Digital Team Leader

Responsible for: N/A

Key Accountabilities:

- Support the operational day to day management of all web channels, including supporting the editing community to ensure a high standard of online content delivery.
- Embed web standards, policies and practices across the organisation to ensure a consistently high level of delivery, usability and accessibility for all online information and transactional functionality.
- Assist and advise with the design of our web content to ensure visual engagement whilst maintaining accessibility standards
- Assist with managing the sites information architecture and the online customer journey to ensure that as many visits as possible are successful and that no further contact through other channels is required.
- Provide web advice to the editing community, other officers and service leads. Communicate technical processes clearly and effectively using simple and jargon-free language.

- Use corporate systems to implement customer focused self-service solutions such as online form solutions, surveys and online payment functionality.
- Contribute to regular web usage performance reports, based on evidence and analysis of visitor statistics, customer satisfaction data and literal feedback.
- Pro-actively research innovative web solutions and provide options appraisals towards implementing new technologies to better deliver customer focused self-service online.
- Assist with the delivery of work packages to improve and upgrade web channels and applications, from initiation and set-up to completion and review. Ensure minimum disruption to live operational channels.
- Develop efficient operational procedures and documentation to ensure web services meet performance targets, and ensure systems are in place to monitor the effectiveness of any online solution.
- Define business requirements and project objectives. Work with the Web Manager to ensure web solutions achieve business efficiencies, and ensure that appropriate evaluation and quality checks are designed and carried out for deliverables of the project.
- Work with ICT Security and Development Teams to ensure all web sites adhere to relevant technical security policies.
- Liaise with ICT Training Team on the development and delivery of training to the web editing community.
- Ensure information standards are adopted and adhered to.
- Build and maintain a strong working relationship with services, partners and suppliers to ensure that joint opportunities are realised, ensuring shared expertise and enabling optimum efficiency gains.

This post is designated as a casual car user.

Professional Accountabilities:

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

People Management

Engaging with People Management policies and processes

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.

Person Specification

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

Minimum Criteria for Disability Confident Scheme *	Criteria	Measured by
	<p>Qualifications/Professional membership</p> <ul style="list-style-type: none"> Educated to Diploma Level 3 in web technology or multimedia technology significant recent experience of working in a similar role that may be deemed to have brought the post holder to a comparable level of attainment. 	A/I/T
  	<p>Knowledge and Experience</p> <p>Significant recent experience of working in a similar role</p> <p>Experience of working on enterprise size web sites including knowledge of content management systems and HTML coding, SharePoint server, statistical analytics packages, and design software skills.</p> <p>Knowledge of web legislation and best practice, including W3C, WCAG, SocITM and EU directives.</p> <p>Experience of identifying evidence-based improvement to service delivery through online systems.</p> <p>Knowledge of web usability issues and user testing techniques.</p> <p>Experience of researching, adapting and developing innovative ideas to drive continuous improvements to online functionality.</p>	<p>A/I/T</p> <p>A/I/T</p> <p>A/I/T</p> <p>A/I/T</p> <p>A/I/T</p> <p>A/I/T</p>

	Skills	
	Excellent project management and previous experience of dealing with complex projects.	A/I/T
	Ability to analyse customer satisfaction and web traffic statistics, collate information and assimilate large amounts of data for performance reporting purposes.	A/I/T
	A very high standard of oral and written communications, and the ability to use customer focused language and plain English.	A/I/T
	Proven skills in common IT software, such as Microsoft Word, Excel and PowerPoint.	A/I/T
	Ability to work with internal and external stakeholders, to deadlines, with conflicting demands under pressure.	A/I/T
	Proven ability to work with minimum direct supervision demonstrating ability to use initiative and problem solving skills.	A/I/T
	Proven abilities to work independently and in a team, on own initiative, producing high quality, high volume and accurate work to tight deadlines.	A/I/T
	Awareness of equal opportunities.	A/I/T
	Professional approach	A/I/T
	Positive and friendly attitude	A/I/T
	Excellent interpersonal, communication and influencing skills	A/I/T
	Ability to challenge and enquire whilst maintaining effective relationships	A/I/T
	Self starter & team player	A/I/T
	Assertive	A/I/T



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