

Job Title	Senior Digital Officer
Team	Communications & Marketing
Reporting To	Marketing Manager

## About your role

The role of Senior Digital Officer will support the development and delivery of improvements to the South Yorkshire Mayoral Combined Authority (SYMCA) websites, and other digital environments. The role will lead the day-to-day monitoring and analysis of the organisations digital platforms/customer behaviour and will provide technical support and deliver appropriate training to support business need.

### Why is your role important or how does it add value?

- Through the delivery of accessible and engaging digital content you will help to communicate to the public and increase awareness of the work being done by SYMCA and the Mayor of South Yorkshire across a range of policy areas.
- By ensuring that our digital channels and platforms are fully compliant with relevant legislation around accessibility and data protection.
- You will constantly be seeking ways to improve the presentation and the user experience of our digital platforms to ensure the public can access important information and advice quickly and easily.
- You will safeguard and enhance the public image and reputation of SYMCA, the Mayor of South Yorkshire, and associated organisations.

### What are the tasks or work areas you are responsible for?

Responsible for producing and publishing high-quality, accessible website, social media and intranet content using content management systems, HTML, graphic design tools, and other relevant software in order to deliver the aims and objectives of marketing and communications strategy.

Work collaboratively with IT developers to create and launch new content-managed templates for existing and new websites, designing pages, sitemaps, intuitive user journeys, functionality, page templates, and help to ensure a smooth launch when a site or page goes live.

Proactively liaise with IT development team to devise, test and launch new functionality and deliver continuous improvements to our sites and digital platforms.

Drive improvements to sites and digital campaign performance by capturing and reporting on digital analytics and user metrics using Google Analytics, social analytics, and other digital metrics tools.

Day to day responsibility for ensuring that the websites are easily found by the target audience. Optimising website structure and content for search engines (SEO) and/or the use of paid online advertising (SEM) to help drive relevant traffic to website and social networking. Identifying digital trends and evaluating emerging technologies, used to inform and evolve SYMCAs core activities and outputs as well as distribution plans.

Proactively ensure SYMCA sites are up to date from both content and system perspective, liaising with content authors and IT development teams to ensure necessary updates are carried out.
Work in collaboration with colleagues across IT and Communications to deliver effective internal digital communications using digital platforms and tools, including the SharePoint Online intranet.
Provide advice and guidance to senior management and content owners to help ensure our websites and digital platforms comply with relevant legislation, for example around accessibility and data protection, completing DPIAs where required. Ensure adherence to SYMCA's policies and procedures.
Oversee a community of content authors, assigning/removing permissions as needed, providing training and guidance, reviewing/approving their content through workflows, and assisting with more complex asks. Maintain and update site audit documentation, ensuring information around accountable owners and system admins are up to date.
Proactively support colleagues and internal stakeholders to improve their familiarity and skills with our digital tools and processes. When required, advise commissioners procuring digital services from external suppliers, for example on issues relating to functionality, accessibility, and privacy.
Responsible for carrying out regular maintenance tasks on the core sites you support, page redirects, checking for broken links, up to date content, tidy media files, remove duplicated or depreciated content etc. Use tools to carry out regular health checks and fixes on sites.
Liaise with external providers and support the commissioning and delivery of digital products and services where required to ensure that the aims and objectives of the marketing and communications strategy are delivered to schedule.
Contribute to the development and delivery of the Marketing and Communications Strategy and associated Digital Strategy in order to enhance and maintain the organisations public image and perception.
Lead on the customer experience design, development and delivery of all digital marketing and customer communication tools including but not limited to websites, email marketing and SMS marketing and broadcast platforms, online techniques and packages to support campaigns and digital enhancement as directed by the Marketing Manager to ensure all projects and campaigns have the maximum impact, to improve customer experience and usability and generate positive public and media coverage.
Attend appropriate working groups, including Data Protection, Equality and Diversity and FOI Working Groups, including providing reports and managing any associated actions with the Marketing Manager to contribute to SYMCA GDPR compliance.
Undertake any other duties commensurate with the role as requested by management.

## About You

What kind of <b>behaviours</b> are important?	
Ambition	Does not give in easily, prepared to stick at things to get something finished - persistent
	A consistent and persistent focus on what matters most for delivery
Innovative	Urgency in identifying problems and finding imaginative ways to solve them – avoiding added bureaucracy or unnecessary work
	Willing to be challenged by colleagues – and to bring constructive challenge and support
Integrity	Organised and structured in how they work, demonstrating good personal time management

	Able to balance conflicting demands on their time, prioritises their workload well
Collaborative	Open minded to the ideas, contribution, or comments from colleagues, does not dismiss what others have to say
	Willingly adapts their style to suit different situations
Flexible	Moves quickly to get things done, invests additional effort if needed to meet a deadline or a goal
	Open minded and receptive to new ideas and suggestions, acknowledges the benefit of change even if they have personal concerns
Impact	Understands the purpose of the organisation, knows the vision and the strategic intention of the organisation
	Sees opportunities to make processes or how they work better, speaks up and shares their ideas

What <b>qualifications</b> or wider knowledge do you need?	Rank	Measure
Educated to degree standard in a relevant subject or equivalent	E	A
Knowledge of current techniques and technology in terms of internet and digital marketing and communication	E	A/I
Knowledge of relevant legislation affecting IT use including the Data Protection Act and Computer Misuse Act	E	I
Professional sector knowledge – uses theories and models to develop solutions	E	I

What previous <b>experience</b> is needed?	Rank	Measure
Proven experience within digital marketing and communications	E	A/I
Previous digital marketing and communications project management experience	E	I
Previous experience in the use of web and social media technologies including information architecture/content management and monitoring systems and analytical packages	E	A/I

What <b>skills</b> should you have?	Rank	Measure
Excellent Communication skills, both written and verbal to clearly articulate messages to a variety of audiences	E	A/I
Ability to establish and maintain strong relationships	E	I
Strong time management and prioritisation skills	E	I
High level of tact, diplomacy, and ability to deal with sensitive and confidential information	E	I
Able to work as part of a team as well as use own initiative	E	A/I

E = Essential / D = Desirable  
A = Application / I = Interview