V 2.0 (updated Oct 2025)

Job Description

Role	Digital Communications Lead	**Team**	Communications and Engagement
Reports To	Head of Communication and Engagement	**Directorate**	Communications and Engagement
Post Reference		**Grade**	A5

Purpose of the Role

To provide operational and digital communications support within the OPCC, helping deliver its public engagement and communications strategy. The postholder leads the day-to-day management of the OPCC's digital presence, ensuring timely, accurate, and engaging communication with the public and stakeholders.

Alongside delivery, the role coordinates digital communications across the OPCC and Constabulary to ensure content is relevant, consistent, and aligned with strategic priorities. This includes maintaining the website, managing social media, monitoring media coverage, and responding to enquiries.

The postholder supports and/or leads on campaign planning and evaluation, contributes to internal communications, and ensures digital tools are used effectively to reach diverse audiences. The role is key to building public trust and supporting the Commissioner's priorities through transparent and responsive digital engagement.

Main Duties and Key Accountabilities of the jobholder

Digital Content Management & Engagement

- Responsibility for the management and enhancement of the OPCC digital platforms including the creation, publication and maintenance of key content to promote and endorse the key messages of the Police and Crime Commissioner.
- To manage and update the OPCC's website and digital channels, ensuring their accuracy, accessibility, and alignment with organisational priorities.
- To develop and maintain a consistent and engaging presence across social media through planned and scheduled content.
- Support delivery of digital campaigns aligned with the Police and Crime Plan, including visual and written content.
- Apply brand guidelines to ensure consistency in tone and visual identity.
- Maintain digital content libraries (e.g. images, templates) to support efficient content creation.

Monitoring, Analysis & Compliance

- Monitor and respond to digital communications, including public and stakeholder enquiries.
- Track and analyse engagement metrics to inform content planning and to improve effectiveness of the OPCC digital platforms.
- Monitor media coverage relevant to the OPCC and policing, identifying issues and opportunities.
- Ensure compliance with accessibility and legal standards (e.g. WCAG, GDPR).
- Support urgent or crisis communications, including out-of-hours updates.

Collaboration & Support

- Contribute to the development and maintenance of digital tools and platforms (e.g. Herts Connected).
- Coordinate and lead on wider communications and engagement activities such as newsletters, events, and consultations.
- Liaise with external suppliers (e.g. web developers, design agencies) for technical or creative input.

Leadership & Influence

- Coordinate digital communications across the OPCC and Constabulary to ensure content is relevant, timely, and aligned with strategic objectives.
- Influence key staff and teams (including across Constabulary's Comms Team) to deliver consistent messaging and support communications and engagement goals.
- Promote best practice in digital communications and encourage collaboration across departments.

Role Requirements

Entry Requirements

- Educated to degree level (or equivalent qualification) in communications, marketing, media, or a related field, or at least 2-3 years of relevant experience in a digital communications or public engagement role.
- Demonstrable experience in planning, delivering, and evaluating digital communications or marketing campaigns, with the ability to translate organisational objectives into engaging content strategies.
- Strong working knowledge of social media platforms (e.g. X/Twitter, Facebook, Instagram, LinkedIn) and digital tools, with an understanding of how to tailor content for different audiences and channels.
- Understanding of website content management systems (CMS) and an interest in learning about accessibility, user experience (UX), and search engine optimisation (SEO).
- Familiarity with digital analytics tools (e.g. Google Analytics) to support content planning and performance tracking.
- Skills in photography, video editing, or graphic design using tools such as Canva or Adobe Creative Suite.

- Good written and verbal communication skills, with the ability to adapt messages for different audiences and platforms.
- Ability to work collaboratively and build positive working relationships within a team and with external stakeholders.
- An understanding of or interest in learning about relevant legislation and standards, including data protection, equalities, and media law.

General Requirements

- The post holder will be subject to police vetting.
- The post holder must hold a UK driving licence, have use of a vehicle for business purposes and be able to attend meetings across the county and to neighbouring forces.
- The post holder will be required to work flexibly with non-standard office hours occasionally.
- The post holder will be required to undertake training as and when required.
- The post holder will be expected to comply with Health and Safety requirements.
- To work in accordance with data protection policies and adhere to Freedom of Information policies where appropriate.
- To undertake such other duties as may be reasonably expected.

Obligatory Requirements

- There is a requirement for the role holder to meet the probationary objectives set.

Required Competencies

Leadership

I lead through the provision of advice and support and actively encourage and support learning within my team and colleagues. I give clear directions and have explicit expectations, helping others to understand how their work operates in the wider context. I motivate and inspire others to achieve their best. I identify barriers that inhibit performance and take steps to resolve these, thereby enabling others to perform. I keep track of changes in the external environment, anticipating both the short and long-term implications for the organisation. I manage relationships and partnerships for the long term, sharing information and building trust to find the best solutions. I help create joined-up solutions across organisational and geographical boundaries, partner organisations and those we serve. I understand the local partnership context, in order to use a range of tailored steps to build support. I try to anticipate partners' needs and take action to address them. I do not make assumptions; I check partners are getting what they need from us. I build commitment from others (including the public) to work together to deliver agreed outcomes.

Integrity

I take my commitments seriously; I am honest about my accomplishments and capabilities. I am proactive when I do not understand my responsibilities and I am accountable for their results. I

communicate honestly and openly even when there are difficult conversations to be had. I challenge colleagues whose behaviour, attitude and language falls below the organisation's expectations. I am open and responsive to challenge about my actions and words. I recognise the accomplishments of others and respect their boundaries. I use resources effectively and efficiently and not for personal benefit.

Inclusivity

I actively seek and consider the perspectives of people from a wide range of backgrounds before taking action. I respect, seek to understand and value individual differences. I adapt my style and approach according to the needs of others using my behaviour to achieve the best outcome. I promote a culture that values diversity and encourages challenge. I encourage reflective practice among others and take time to support others to understand reactions and behaviours. I take responsibility for helping to ensure the emotional wellbeing of team members. I take responsibility to deal with any inappropriate behaviours.

Resourcefulness

I explore a number of different sources of information and use a variety of tools when faced with a problem and look for good practice that is not always from policing. I am persistent when trying to overcome a challenge, focusing on a situation until I find a resolution. I identify opportunities or threats which may influence how I go about my job in the future by using knowledge of trends, new thinking about policing and changing demographics in the population. I am flexible in my approach, changing plans to make sure that I have the best impact. I encourage others to be creative and take appropriate risks. I share my explorations and understanding of the wider internal and external environment with others and collaborate to improve work processes or service. I am adaptable and can accept and respond to changes quickly.

Impact

I actively promote the shared mission, vision, and values, and use those principles to guide actions. I focus on results and desired outcomes and how best to achieve them. I recognise my role is about effecting positive change for the communities we serve**.** I communicate effectively to influence others to engage and commit to furthering the organization’s objectives with emphasis on delivery and value for money. I focus on set goals to anticipate, identify, and effectively deal with problems and risks. I plan for eventualities to deal with unexpected challenges. I seek to understand what works, what does not and why. I use my initiative to explore creative solutions to problems that will result in a positive, effective, and worthwhile outcome.

General Responsibilities

- To work in accordance with data protection policies and adhere to Freedom of Information policies where appropriate.
- To undertake such other duties as may be reasonably expected.