

JOB DESCRIPTION

APPENDIX C

Before completing this form, please read the BTP 'Guide to writing job descriptions for Police Staff roles' Appendix B to the SOP.

A. POST DETAILS:

Job Title:	Channels Executive	Current Grade:	A006
Department:	People and Culture	Area:	FHQ
Reports To:	Head of Internal Communications	No of Posts:	1
Level of vetting:	BV	Post Number:	A101672

B. PURPOSE OF THE POST: *Why the post exists and what it has to achieve*

The British Transport Police's vision is to keep the railways across England, Wales and Scotland safe and protect people from crime.

The Intranet Executive will have responsibility for creating, editing and publishing content on the intranet and oversee all content management whilst helping to manage governance of the site, including publishing permissions. Responsibilities include creating, reviewing and amending content, publishing, monitoring and reporting. The post holder will work with colleagues in Internal Communications, the External Communications team and closely with technology colleagues in relation to technical developments and issues.

This is an important role which is central to the success of our intranet – the primary internal communications tool for our people within BTP.

- You will be creative and highly motivated and an accomplished online writer. You will work with colleagues across BTP to ensure that intranet content is data cleansed on a regular basis and removed when no longer required, ensuring compliance with GDPR and to develop attractive new content for new intranet pages. As part of the role, they will deliver a high standard of training to intranet editors and publishers and write and maintain clear user guides to support this.

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C. DIMENSIONS OF THE POST *The key statistics associated with the post*

Financial – Direct or Non-Direct

None

Staff Responsibilities – Direct or Non-Direct

None

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D. PRINCIPAL ACCOUNTABILITIES: *What the job is accountable for and required to deliver*

- You will have a real passion for providing a first class internal communications service, always looking for new innovative ways to reach out to your audience, basing your decisions on sound understanding of our audience and backed up by analysis and evaluation.

Lead on content, maintenance and promotion for of all BTP's internal channels:

- help the organisation to move away from 'sticking stuff up' on the intranet or 'sending out stuff' via email/MS Teams, to using a wide range of channels, audience insight, audience segmentation and behavioural change theory to adopt the most effective communications channels and techniques to communicate and equally as important, to listen.
- Ensure intranet content is regularly updated, accurate, relevant and varied
- In line with the Force's Channels Matrix, advise colleagues – including senior leaders – on how best to reach their audience
- Create content – this could be written copy, video editing or event logistics/content - to promote important BTP stories in conjunction with strategic and operational priorities
- You will proactively research and developing features or ideas for communication channels or initiatives.
- You will build a network across the organisation to encourage people to share their local stories, explain who they are as people and the jobs they do, and celebrate the diversity of our workforce.
- Promote and establish links to external articles and campaigns and social media releases
- Design, coordinate and maintain a Channels Dashboard (monthly) that capture channels reach and engagement to inform strategy and advise senior leaders on communications strategies
- Use analytics to monitor hits, comments, audience sentiment, engagement and evaluate reader interest
- Monitor technical issues and work with IT to resolve these
- Act as first point of contact for intranet content related queries
- Work alongside the in-house design team and IT to improve usability, accessibility and functionality on the intranet and other channels and any linked micro sites
- Promote the use of the intranet website as the central portal for information sharing with the organization
- Stay up to date with new technology and communication approaches developments and apply these to BTP's digital internal communications
- Undertake photographic and video assignments when required
- Provide high quality user training for colleagues across all channels to ensure they are exploiting our channels to the maximum
- You will have a sound understanding of our audiences and segment information accordingly
- Assist in the implementation of a new Force intranet, with particular focus on migrating content
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E. DECISION MAKING:

Make decisions

Yes with guidance from Internal Communications Manager when necessary

Significant say in decisions

Yes – in terms of management and governance of the site, suitable content and design

F. CONTACT WITH OTHERS: *The frequent contacts the post holder has with others and for what purpose*

Internal

Contact with departments across BTP, all divisions and with staff and officers of all levels, including senior management.

External

Liaison with the Government Internal Communications profession, software suppliers and occasional contact with stakeholders.

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G. REQUIREMENTS: *The skills, knowledge, experience, qualifications and training required to perform the job.*

Essential Criteria:

Qualifications and Training:

Ideally you will possess one of the following: IOIC Foundation, Diploma of Proficiency in Internal Communication, IABC Foundation, IABC Generalist/Specialist, CIPR Internal, Communications certificate, Melcrum – Black Belt 1.

Experience:

- Significant experience (18+ months) writing and editing using Content Management Systems (CMS), preferably SharePoint, or another intranet provider/plugin
- Sound experience of using Office 365 in particular Forms, Teams, PowerPoint and Word
 - Evidence of managing intranet and / web content
 - Sound knowledge of successful employee engagement using digital channels

Skills:

- Excellent written and verbal communication skills with high attention to detail and good grammatical knowledge, as well as the ability to write in a variety of styles and to edit the contribution of others.
- Sound editorial judgment when sourcing and creating content
- Ability to build effective working relationships across the organization
- Basic Photoshop skills
- A good understanding of the web design/development process and technical constraints
- Strong organisational and administration skills with a proven eye for detail
- Ability to manage tasks and work to deadlines
- Excellent customer service skills

Knowledge:

- Knowledge of GDPR
- Keen interest in online content with a deep understanding of channels management techniques
- Knowledge of employee listening and how it drives employee engagement
- Demonstrable interest in corporate intranets, online content, social media and development

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Desired Criteria:

Qualifications and Training:

Training and / or qualification/s in internal communications, digital marketing or web development. Ideally you will possess one of the following: IOIC Foundation, Diploma of Proficiency in Internal Communication, IABC Foundation, IABC Generalist/Specialist, CIPR Internal, Communications certificate, Melcrum – Black Belt 1.

Experience:

- Experience of managing digital projects from start to finish

Skills:

- Experience in writing for publications such as posters and leaflets
- Photography, design and video-editing skills

Knowledge:

- Sound knowledge of successful employee engagement
- Knowledge of working with Flash

H. ANY ADDITIONAL INFORMATION: *Information relevant to the role, including any particularly challenging/ difficult aspects of the job. If competencies have been developed for this post, these can be listed here.*

I. AUTHORISATION DETAILS

Prepared By:	May Holloway	Date:
Area Commander /FHQ	Rachael Etebar	Date:
HoD:		Date:
Evaluation Panel:	Lorraine Tommey, Jess Stone	Date: 12/07/21

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