

Job Description

<b>A Post Details</b>	
Job Title: Digital and Social Media Manager	Grade: B002
Department: Corporate Communications	Division: A : Select Division
Reports to: Head of Campaigns and Marketing	Contract Type: Permanent: Select Contract Type
Level of Vetting: <b>Management Vetting</b>	Numbers in Post: 1  ADGB10021
Welsh language required <b>No</b>	
<b>B Purpose of the Post</b>	
<p>The purpose of the Digital &amp; Social Media Marketing Manager is to create, lead and implement the overarching strategy for British Transport Police’s (BTP’s) social media and online audiences. The post holder is responsible for setting the strategic direction of BTPs online channels, initiating and managing digital projects/campaigns and for overseeing the creation and activation of insight driven engaging content, aimed at influencing audiences, raising awareness and changing perceptions and behaviours. They provide expert advice and leadership on social media targeting and handling of reputational matters and during crisis and major incidents.</p>	
<b>C Dimensions of the Post</b>	
<p><b>Financial – Direct or Non-Direct</b> Responsible for planning and budgetary control of all external digital marketing.</p> <p><b>Staff Responsibilities – Direct or Non-Direct</b></p> <p><b>Direct Report</b> Digital and Social Media Content Creator (FTC)</p> <p><b>Any Other Statistical Data</b></p>	
<b>D Principal Accountabilities</b>	
<ul style="list-style-type: none"> <li>Accountable for leading, shaping, delivering, and managing BTP’s overarching external digital communications across all online platforms, including producing Force policies, procedures and guidance.</li> <li>Monitoring, analysing and evaluating output across BTP’s social media channels, adapting strategic approach as appropriate</li> </ul>	

- Project manage the streamlining of BTP's local Twitter accounts, engaging with and managing multiple stakeholders, in addition to possibly launching a new social media desk, establishing a new approach to formally monitoring social channels for reports of crime and engagement.
- Responsible for creating and embedding the digital communications strategy across BTP to deliver successful and engaging communications.
- Staying informed and sharing information on emerging social media trends, consequently adapting said trends to content design briefs that are appropriate for the force in order to grow our audience.
- As the subject matter expert responsible for influencing and advising on the strategic direction, planning, coordinating, and maintaining a professional oversight of all force wide digital communications campaigns which raise awareness, change perceptions and behaviours of passengers and rail staff.
- Responsible for analysing and evaluating the effectiveness of those digital campaigns, drawing conclusions that ensure lessons learned are shared with colleagues and are factored into future communications and campaigns activity.
- Provide expert advice to both Senior Leaders and the wider Corporate Communications team, to support the delivery and evaluation of locally or issue focused, social media and web activity in line with the strategic objectives.
- Upskilling and building best practice across the Corporate Communications Team and Digital Recruitment lead (within People & Culture).
- Using expert knowledge/insight and data analysis to grow and expand BTP's social media audience reach and engagement.
- Provide force wide expert advice, for all employees, on the most effective use of social media, including professional conduct, behaviours and language that maximise engagement with minimal risk to BTP. Create and deliver effective in-house training, sourcing appropriate external training where required, providing employees with the social media knowledge and skills to support them in their roles.
- Working with the Campaigns & Marketing team to review social media campaign activity and adapt approach based on performance.
- Where relevant, work with the Campaigns & Marketing team to brief media agencies on paid social media campaigns, including advising on channels and targeting.
- Create and manage editorial content of Corporate Communications 'owned areas' of BTP's website; drive, track and analyse traffic flow.
- Produce and edit engaging video and visual content to provide interesting and informative material which encourages audience engagement.
- Identify new trends and platforms in digital and social media marketing, evaluating appropriateness of new technologies, to ensure BTP's brand is at the forefront of industry development.
- Provide expert advice to BTP at a senior level, including members of the Chief Officer Group, on best practice, opportunities, threats, and changes in the social and digital media landscape and recommend strategies to help BTP exploit and manage these.
- Maintain expert knowledge of legislative issues relating to aspects of media law and web-based technologies and ensure legal and quality procedures are followed.
- Build and maintain positive working relationships with counterparts at key partner and external stakeholder organisations, representing BTP and influencing decision-making at a senior level.

- Promote and comply with BTP's policies on Diversity and Health and Safety in the delivery of service and treatment of others.
- Detect, mitigate, and monitor emerging and apparent risks to BTP and social media users, posed locally and nationally.

## E Decision Making

### Make decisions

On behalf of the Force, the post holder must be able to make quick time, sound decisions based on own initiative and experience, taking responsibility for those decisions. The post holder will be able to make key decisions within the digital and social media environment and be responsible for briefing, advising, and managing reputational risk and crisis communications at a senior level, including members of the Chief Officer Group.

Must be confident and experienced enough to make decisions on behalf of the Head of Corporate Communications and Head of Campaigns & Marketing in their absence.

### Significant say in decisions

The post holder will have significant say in decisions on behalf of the Force and will be relied upon to give specialist expert advice and direction

## F Contact with Others

### Internal

- Continuous contact and interaction with fellow members of Corporate Communications.
- Frequent contact and liaison with BTP officers and support staff at all levels across the Force
- Social media adviser to the Chief and members of their Chief Officer Group.

### External

- Frequent contact and liaison with key external stakeholders, including but not limited to, British Transport Police Authority (BTPA), Department for Transport (DfT), Rail Delivery Group (RDG), Network Rail and train operating companies, National Counter Terrorism Policing (NCTPHQ), National Police Chiefs' Council (NPCC), other police forces and transport authorities, regional mayors' offices, charities and partner organisations.
- Contact with external service providers.
- Contact and interaction with members of the public and rail staff using social media.

<b>G Essential Criteria</b>
<b>Qualifications and Training:</b>
<b>Qualifications and Training</b> <ul style="list-style-type: none"><li>• Educated to degree level in Digital Marketing, Business Marketing, Media, Communications or similar professional qualification or relevant equivalent experience.</li><li>• Post-graduate qualification in relevant subject or significant relevant experience at this level.</li></ul>
<b>Experience:</b> Excellent interpersonal and communication skills in Welsh <b>No</b>
<b>Proven experience of:</b> <ul style="list-style-type: none"><li>• Being accountable in setting the strategic direction, policies and procedures of digital and social media channels on behalf of a commercial or large and complex organisation, providing effective leadership and clear direction.</li><li>• Providing strategic advice at the most senior levels of an organisation.</li><li>• Line management and development of team members, including upskilling and training.</li><li>• Planning, delivering and evaluating external digital marketing strategies for a large and complex organisation on time and on budget.</li><li>• Building and maintaining excellent working relationships with multiple partners and stakeholders.</li><li>• Social media training and dealing with breaches of protocol on our owned channels.</li><li>• Exercising sound editorial judgement and brand guardianship.</li><li>• Crisis communications management and managing reputational issues.</li><li>• Working on paid social media and influencer campaigns.</li></ul>
<b>Skills:</b>

- Excellent level of social media and web literacy at a corporate level including: professional use of all social media channels.
- Full website management from content production to publishing, using content management systems.
- Effective use of analytical tools and ability to interpret and use data to improve performance of channels.
- A creative and strategic thinker with excellent judgement.
- Politically astute.
- Excellent writing, editing and proofreading skills, with a high degree of accuracy and attention to detail, with the ability to present complex information in concise and plain English.
- Ability to influence, persuade and negotiate, demonstrating gravitas and establishing credibility when giving advice and guidance at all levels of the organisation and externally.
- Ability to search for and deliver effective problem-solving digital solutions.
- Ability to build positive working relationships internally and externally at all levels.
- Ability to work as part of a team and under own initiative.
- Excellent organisational, planning, project management and time management skills, with the ability to work on several projects at once, often to conflicting deadlines.
- Ability to remain calm and composed, and provide leadership and sound advice, in challenging situations.
- Flexible and dynamic approach to working in a high-pressure environment to challenging deadlines.
- Video production skills.
- Willing to work outside of normal office hours and travel throughout the country in the event of a major incident, or in support of senior officers when required.
- Ability to create impactful content where needed; photographic, video and written copy

Excellent interpersonal and communication skills in Welsh **No**

**Knowledge:**

- Extensive knowledge and experience of a wide range of social and digital media platforms.
- Experience of using design and video software to produce digital content.
- Experience of delivering training in effective communications.

- Good understanding of current trends in social and digital media.
- Good understanding of how to write for different audiences and platforms.
- Good knowledge and understanding of evaluation techniques and how to measure effectiveness.
- Exceptional news judgement and understanding of what makes a good story.
- Sound knowledge of legislation which impacts upon media coverage, criminal justice procedures and web-based communications.
- Understanding of Data Protection and Freedom of Information constraints.

Desirable criteria:

**Skills**

- Photoshop
- Premiere Pro
- Infographic production
- Digital analytics

**Knowledge**

- Knowledge of Behavioural Science

**H Additional Information**

BTP is an emergency service, operating 24 hours a day 365 days a year, therefore applicants should be prepared to be flexible in their approach to working hours. This post holder may be required to participate in the department's on-call rota.

At all times the post holder is expected to display BTP's behaviours as set out below:

- We keep people safe; putting victims, witnesses and the vulnerable first.
- We focus on quality and trust our people to do the right thing, first time.
- We're proud to be specialists providing leadership in difficult situations.
- We find a way to make a difference every day.
- We act with honesty, integrity and embrace the code of ethics in all we do.

At all times the post holder is expected to abide by the [Code of Ethics](#)

**For Panel to complete only:**

**Line Manager Approval:** (this is only signed off when the line manager has approved the final version)

**Panel Approval:** (this will only be signed off once the job has gone through the Job Evaluation Panel)

**Date:** Click or tap to enter a date.

