



PAY & GRADING - JOB SPECIFICATION TEMPLATE

This Job Specification sheet covers specific areas of activities that are not included in the Generic Role Profile. It will include responsibilities, knowledge, skills, delivery and working arrangements relevant to this role. Please ensure that this is read and in conjunction with the given family role for the post.

Profile Owner:

POLICE STAFF

ROLE SPECIFIC INFORMATION	
Job Title:	Digital Communications Assistant
Generic Role Profile:	Business Support
Salary Band:	Grade 4
Operational / Non-Operational Role	Non operational
Vetting Level:	Standard Vetting
Reporting to:	Digital Production and Content Manager
Specific Role Purpose:	The Digital Communications Assistant supports the planning, production, delivery, and evaluation of internal and external digital communications that build trust, satisfaction, and confidence among communities and our workforce. Working as part of our force Corporate Communications Department the role will contribute to delivering creative, collaborative and innovative digital communications. This will particularly focus on hyper-targeted, localised messaging that supports operational priorities, reaching and engaging with new and diverse audiences. Working within our diverse and talented Digital Production and Content Team, the Digital Communications Assistant will plan, produce and implement content that engages key audiences, ensuring outcome-focused, effective communications across a variety of channels, evaluating performance to improve engagement. As an assistant, you will be supported through structured training, regular feedback, and mentoring from experienced team members, ensuring you develop the skills and confidence to progress in your digital communications career. The post holder will develop professional digital creative content knowledge, skills, and behaviours while applying them in the workplace.

Key Responsibilities:

Digital Content Creation

- Assist in producing creative, engaging and innovative content, in a variety of digital formats, including the use of photography, videography and graphic design.
- Create content for all force communication channels including website, social media, digital, community engagement platforms and internal communication channels.
- Adapt digital content for different audiences while maintaining organisational tone of voice and alignment to brand guidelines.
- Deliver effective content for social media platforms and proactively develop stories to reach target audiences, seeking to build trust, confidence and satisfaction in WMP.
- Use your creativity to assist in developing new ways to tell our story through hyper-targeted and localised digital channels.
- On-set support for the Multimedia Designers, assisting with lighting, equipment, and talent coordination.

Digital Platform Maintenance and Channel Support

- Support digital channel maintenance and development activity, including across the force website, intranet and community engagement platforms.
- Assist with responding to internal enquiries and service requests under supervision.
- Support in the delivery of content capture opportunities in a variety of locations and settings.
- Help to monitor and evaluate the effectiveness of digital communications activity to identify risks and opportunities, reporting into department managers.

Campaigns and projects

- Assist in the research and insight to support creative development of force campaigns and behaviour change initiatives to deliver operational priorities and organisational objectives.
- Support events, launches, and promotional activities, including logistics and development of digital communication materials.
- Work collaboratively with colleagues, key stakeholders and external partners where required.

Research and Insight

- Support the team in the improved understanding of audiences and

	how to plan for the appropriate development of new content for these. • Assist in the development and use of data to inform decision making when identifying channels, formats and platforms for content creation. • Carry out research to understand audiences, stakeholders, and digital communication channels. • Monitor trends, identify new digital communication approaches, and best practice in communications and across various current and new channels. • Monitor communication media and social channels, assessing risk and opportunities. • Help to track sentiment to identify shifts in tone and provide early warning of emerging issues and trends. • Support effective monitoring and evaluation processes to assess risk and measure impact. Governance and Professional Practice • Ensure digital communications activity complies with legal, regulatory, and ethical requirements (e.g. data protection, copyright, equality, and accessibility). • Knowledge of, or a willingness to learn about the Web Content Accessibility (WCAG 2.2) guidelines. • Maintain accurate records, plans, and content libraries. • Manage time and priorities effectively, meeting deadlines in a fast-paced environment. • Attend planning and content development meetings and input accordingly. • Work collaboratively with communications colleagues and partners to ensure consistent, creative, innovative communications across a variety of digital channels. • Seek out new opportunities in digital communications best practice. Brand and Identity • Help embed the force's brand and identity through all communications. • Assist in aligning communication activity to support organisational priorities, protect the brand and reputation of WMP, and maintain corporate identity always seeking to build public trust and
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	confidence. Hardware and software tools maintenance - Assist the team in the routine maintenance, storage, and safe transport of professional camera gear, lighting, and audio equipment to ensure operational readiness. - Maintain the department's digital content libraries and archives, ensuring all photography, video, and graphic assets are correctly tagged, stored, and easily accessible for future campaigns. This includes the 'Campaigns catalogue'.
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SPECIFIC COMPETENCIES REQUIRED FOR EFFECTIVE PERFORMANCE	
Knowledge & Experience <i>This section should detail the requirement of previous experiences and knowledge gained from academic qualifications if appropriate. e.g. significant experience of administrative duties, degree level educated.</i>	
Essential:	- Exceptional digital creation and content skills: Ability to turn complex information into clear, jargon-free creative stories and content. - Clear and confident communication skills: Ability to engage effectively with a wide variety of people in various settings. - Digitally savvy: A strong understanding of how different social media platforms work and what content performs best on each. - Resilience: The ability to remain calm and professional while working under pressure during major incidents. - Integrity: A commitment to the Code of Ethics, ensuring all communications are honest, transparent, and impartial. - Flexible and able to work in ambiguous and fluid situations. - Ability to solve complex problems and develop innovative solutions. - Personally credible - discretion and integrity; energetic and highly self-motivated, personally resilient and assertive.
Desirable:	Knowledge of communications, engagement, PR and marketing best practice
Skills <i>This section should detail the competency requirement which could be developed through non formal training. e.g. effective time management, influencing and negotiating, effective communication including written and verbal.</i>	

Refer to skills database for core operational skills

Essential:

- Five GCSE grade C / 4 and above including in English Language and Maths
- Excellent verbal, written and presentation communication skills to effectively engage with a variety of people
- Ability to work with others
- Strong knowledge around a range of digital social media channels
- Experienced and competent in the use of MS Office applications (specifically Word, Excel, SharePoint and PowerPoint)
- Familiarity with, or a willingness to learn, professional creative software (e.g., Adobe Creative Cloud, and video / photo editing suites)
- Innovative and creative
- Well organised with good time management skills

Desirable:

- Vocational or post-graduate communications diploma, such as via CIM, CIPR, PRCA or membership of relevant professional body

Hours of Work and Flexibility:

36.5 hours a week

Agile Work Style: (if applicable)

Based at Lloyd House and expected to work at HQ a minimum 60% of the working week and across other police bases forcewide up to 40% of the working week and when required.

There will be a requirement at times to travel to other locations within the force area.

Restriction Level:

Standard Vetting

Must have resided in the UK for the last 3 years (for vetting purposes).

Success in this role is subject to passing Positive Vetting (PV).