

# Role Profile

## Part A - Grade & Structure Information

<b>Job Family Code</b>	<b>9RT</b>	<b>Role Title</b>	<b>Digital Information Officer</b>
<b>Grade</b>	PS9	<b>Reports to (role title)</b>	<b>Digital Engagement Manager</b>
		<b>Directorate</b>	<b>Adult Social Care</b>
<b>JE Band</b>	314-370	<b>Service</b>	
		<b>Team</b>	<b>Information and Engagement Team</b>
		<b>Date Role Profile was created</b>	<b>Jun-17</b>

## Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

<b>Role Purpose</b> including key outputs	<p>The post holder will support the implementation of the directorate's digital communications strategy and the council's channel shift agenda to help manage demand on services and improve customer experience. This is a key element of the Surrey Information and Advice Strategy about care and support, ensuring residents can access universal information and find local support.</p> <p>Key accountabilities include overall responsibility for management of our online marketplace directory, driving improvements for greater customer experience and wider usage, leading on technical support and training for our care sourcing portal, maintaining and developing all Adult Social Care online resources working closely with the technical supplier, the in-house digital delivery team, Public Health and health organisations to drive change in residents' behaviour towards more social care online transactions.</p>
<b>Work Context</b>	<p>This position is based in the Adult Social Care Directorate. The Directorate provides a range of services to vulnerable adults and older people across Surrey, including information and advice, needs assessments, care management and the provision of day, residential and community-based services.</p> <p>They will contribute towards the development and maintenance of good working links with specific partners and other directorates within the council and help influence the availability of appropriate accessible information and communication for local residents. It will support the digital communications strategy to support our statutory duties, corporate priorities and the digital transformation in government and health. It will involve working with partners and a wide range of stakeholders to promote channel shift and encourage more residents to self serve.</p>
<b>Line management responsibility</b> if applicable	Line manage two staff members.
<b>Budget responsibility</b> if applicable	None
<b>Representative Accountabilities</b> Typical accountabilities in roles at this level in this job family	<p>Planning &amp; Organising</p> <ul style="list-style-type: none"> <li>• Deliver projects and/or audits within a defined area of work as directed to input to relevant strategies and contribute to the delivery of directorate objectives.</li> </ul> <p>Policy and Compliance</p> <ul style="list-style-type: none"> <li>• Input as required to the development of strategies and policies.</li> <li>• Provide guidance and support to stakeholders as required to ensure policy and specification compliance.</li> </ul> <p>People &amp; partnerships</p> <ul style="list-style-type: none"> <li>• Deliver high quality technical advice/ services engaging a range of stakeholders.</li> <li>• Liaise, communicate and build relationships with other departments, customers, partner organisations, agencies and/or contractors to engage and consult on plans or projects as appropriate.</li> <li>• May manage a team to deliver standardised processes and ensure all officers are appropriately supervised, managed and trained.</li> </ul> <p>Resources</p> <ul style="list-style-type: none"> <li>• Ensure that work and projects are delivered within agreed resources and assist with budget/resource management in accordance with council policies and procedures.</li> <li>• May have delegated responsibility for a budget(s).</li> </ul> <p>Analysis, Reporting &amp; Documentation</p> <ul style="list-style-type: none"> <li>• Assess data and conduct analysis in a technical area, presenting results and putting forward recommendations to support decision making.</li> </ul> <p>Duties for all</p> <p>Values: To uphold the values and behaviours of the organisation.</p> <p>Equality &amp; Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.</p> <p>Health, Safety &amp; Welfare: To maintain high standards of Health, Safety and Welfare at work and take reasonable care for the health and safety of themselves and others.</p>

<b>Education, Knowledge, Skills &amp; Abilities, Experience and Personal Characteristics</b>	<ul style="list-style-type: none"> <li>• Appropriate technical qualification at Degree, HND or HNC level.</li> <li>• May require a specialist technical qualification or membership of an appropriate professional institution.</li> <li>• Sound understanding of subject matter, legislation, principles and practices relevant to the technical area.</li> <li>• Ability to apply project management principles and techniques to manage a range of projects through to completion.</li> <li>• Practical or professional experience and understanding of a specialist area or supporting service teams and/or providing support to the public.</li> <li>• Ability to work on own initiative, with solution focused problem solving skills.</li> <li>• Proven written and oral communication with the ability to engage and work in collaboration with others.</li> <li>• Comprehensive knowledge of computerised business systems.</li> </ul>
<b>Details of the specific qualifications and/or experience if required for the role in line with the above description</b>	<p>Knowledge of Adult Social Care services and the health and social care sector.</p> <p>Excellent written communication skills including copy writing for public facing documents, briefings and websites.</p> <p>A focus on the ability to produce informative, readable and accurate material succinctly.</p> <p>Sound understanding of website analytics including Google Analytics and/or Siteimprove.</p> <p>Good influencing skills, able to encourage participation and guide partners in producing and sharing quality information</p> <p>Awareness of data protection rules as applied to sharing other organisation's information.</p>
<b>Role Summary</b>	<p>Roles at this level are technical specialists professionally qualified in their specialist area. They will provide technical and regulatory guidance and advice to a range of stakeholders in order to assess and mitigate risk and monitor and ensure compliance with relevant requirements. They will have a fair degree of autonomy and work closely with a range of technical and non technical stakeholders. Forward planning could be for months ahead and the role will contribute to longer-term development.</p>
<b>Reference Number</b>	BM-2017-240