

# Role Profile

## Part A - Grade & Structure Information

<b>Job Family Code</b>	<b>8BF</b>	<b>Role Title</b>	<b>Digital Officer</b>
<b>Grade</b>	PS8	<b>Reports to (role title)</b>	<b>Digital Interactions Team Leader</b>
		<b>Directorate</b>	<b>Place</b>
<b>JE Band</b>	269-313	<b>Service</b>	<b>Place Operations &amp; Support</b>
		<b>Team</b>	<b>Systems &amp; Data Team</b>
		<b>Date Role Profile was created</b>	<b>Jun-25</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>In this role, you will support the PLACE service by creating and developing web content. This involves producing engaging and informative text, images, and multimedia that align with the service's objectives. Additionally, you will provide advice and guidance to colleagues on web policies, techniques, and best practices, ensuring that all content adheres to the highest standards of quality and compliance.</p> <p>You will be responsible for developing, maintaining, and continuously improving the PLACE web pages and digital projects. This includes collaborating with central web teams to ensure that all compliance requirements are met and that metadata is clearly documented. Your role will involve regular updates and enhancements to the web pages to keep them current and effective in meeting user needs.</p> <p>A key part of your responsibilities will be to provide and coordinate customer analysis to support project discovery and benefit tracking. This involves gathering and analysing data to understand customer needs and preferences, which will inform project planning and execution. Your insights will be crucial in ensuring that projects deliver tangible benefits and meet the expectations of stakeholders.</p> <p>You will conduct assurance reviews to evaluate the effectiveness and compliance of web content and digital projects. This includes producing detailed reports that highlight findings, recommendations, and areas for improvement. Your analytical skills will be essential in ensuring that all projects meet the required standards and deliver value to the organisation.</p>
<b>Work Context</b>	<p>The Place Directorate is a large and complex directorate with responsibilities including facilitating safe and reliable journeys, shaping places for our customers, achieving sustainability and climate changes targets and always putting the customer first while providing excellent value for taxpayer money.</p> <p>The Place Operations and Support service operates across the directorate and provides specialist support to enable the Place Leadership team and wider directorate to achieve the directorate priorities. This is through a range of supporting functions including contract management, performance management, business planning, service improvement, data and systems, workforce planning, administrative and leadership support and a PMO.</p> <p>The Systems and Data team manage the system design and architecture of PLACE systems to ensure they are providing value and meeting services goals. They work closely with services to understand their needs and provide expertise of system capabilities to support new ways of working, proactively seeking opportunities to enhance system capabilities and efficiencies, driving innovation and improvement. The work includes the management of IT contracts and project management of the procurement process; development of SharePoint architecture; delivery of analysis and digital reporting through Tableau and management of content and compliance for SCC website. They also support development and maintenance of data processes, automating and improving data quality and interoperability.</p> <p>We operate a policy of agile working, which means you will have the option to spend part of your week working from home, though this may flex based on business need. Though the role is based in Merrow, we have teams based in offices across the County and business travel to other offices in Surrey may be required.</p>
<b>Line management responsibility</b> if applicable	No line management responsibilities
<b>Budget responsibility</b> if applicable	No budget responsibilities

<p><b>Representative Accountabilities</b> Typical accountabilities in roles at this level in this job family</p>	<p>Analysis, Reporting &amp; Documentation</p> <ul style="list-style-type: none"> <li>• Prepare and analyse management information, including financial reports / project plans, recommending actions as appropriate.</li> <li>• Maintain, develop and review business support systems, processes and procedures to secure a quality, cost effective service and continuous improvement.</li> </ul> <p>Customer Service &amp; Support</p> <ul style="list-style-type: none"> <li>• Deliver a range of specialist services advising and assisting customers in area of expertise, to maximise service quality, efficiency and continuity.</li> <li>• Maintains knowledge of the organisation's current systems, policies and procedures.</li> <li>• Resolve issues/queries independently, recommend alternative solutions if unable to assist, and ensure efficient, day-to-day customer service is delivered.</li> </ul> <p>Planning &amp; Organising</p> <ul style="list-style-type: none"> <li>• Monitor service objectives and standards within own area of work to ensure effective service delivery.</li> <li>• Plan and prioritise own work activities for the months ahead, to ensure operational efficiency. Respond effectively to changing demands, adjusting priorities as needed.</li> </ul> <p>Finance/Resource Management</p> <ul style="list-style-type: none"> <li>• Assist budget/resource management in accordance with the council policies and procedures.</li> <li>• Maintains, develops and reviews financial support systems, processes and procedures.</li> </ul> <p>Work with others</p> <ul style="list-style-type: none"> <li>• Liaise, communicate and build relationships with other internal departments, customers, partner organisations, agencies and/or contractors to support and represent the team/service.</li> <li>• Undertake and coordinate projects and reviews in a defined area of activity to support and enhance service delivery.</li> </ul> <p>People Management</p> <p>Either:</p> <ul style="list-style-type: none"> <li>• Manage staff, allocating and prioritising their work and manage performance to secure efficient service delivery.</li> <li>• Oversee the work of others as the most experienced team member.</li> </ul> <p>And/Or:</p> <ul style="list-style-type: none"> <li>• Operate as an individual maintaining and improving operational efficiency and quality of service of own area.</li> <li>• May be recognised as the main point of contact for a particular specialised process, system or procedure or for a senior member of the council staff.</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>
<p><b>Education, Knowledge, Skills &amp; Abilities, Experience and Personal Characteristics</b></p>	<ul style="list-style-type: none"> <li>• Educated to 'A' level standard, or able to evidence ability at an equivalent level.</li> <li>• Professional business qualification to NVQ Level 3, or able to evidence knowledge and understanding of appropriate business disciplines; Willingness to study for a relevant professional qualification if appropriate.</li> <li>• For some roles a relevant degree may be required.</li> <li>• Excellent IT skills.</li> <li>• Excellent written and oral communication skills with the ability to build sound relationships with customers, adapting styles to different situations.</li> <li>• High level administrative/organisational and analytical skills.</li> <li>• Ability to manage a range of projects through to completion.</li> <li>• Effective interpersonal, influencing and negotiation skills.</li> <li>• Practical experience and understanding of business supporting service teams and/or providing support to the public (where appropriate).</li> <li>• Experience of leading a team (where appropriate).</li> </ul>
<p><b>Details of the specific qualifications and/or experience if required for the role in line with the above</b></p>	<p>Significant experience of creating and developing accessible web content.</p> <p>Strong ability to provide advice and guidance on web policies, techniques and best practices.</p> <p>Experience of producing high quality reports and presenting findings in a clear and concise manner</p> <p>Track record of proposing and delivering improvements through feedback and analysis findings.</p>
<p><b>Role Summary</b></p>	<p>Roles at this level may manage a straightforward operational activity or small team, provide specialist support services or they may be in the second year of a professional career development role. They have in-depth knowledge of methods, systems and procedures and possess practical understanding in one or more disciplines, for example finance, HR, facilities, procurement. They are often process 'experts' seeking to deliver maximum efficiency within a defined process. A thorough knowledge of their own area or discipline is required although overall supervision from a more experienced professional is in place. They work collaboratively with customers, staff, partner organisations, agencies and/or contractors and play a major role in maintaining quality standards and/or engaging in project management.</p>
<p><b>Reference Number</b></p>	<p>BM-2025-329</p>