

# Digital Services Officer

Closing date: 26<sup>th</sup> July 2019  
Interview date: 14<sup>th</sup> August 2019



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# Applying For This Vacancy

Please read the information in this document before you complete your application form.

**You will need to make clear in your application form:**

- **Why you are interested in the position**
- **What relevant skills and experience you have (refer to the Job Description and Person Specification)**

Please complete the online application form in full as shortlisting will be based on the information provided on your application form.

Go to the job advert page and click on “Apply online”. You will be asked to register before you can complete your online form. Tips on applying online can be found at:

<https://www.bracknell-forest.gov.uk/jobs/applying-job/tips-online-applications>

We will be in touch with you via your email address.

You can still access the job details/application pack and view your application form after the closing date by logging into your account. You can also check the status of your application (e.g. whether shortlisting has taken place) in the same way.

## Any problems?

If you have any queries about your application, please contact the recruitment team at [Recruitment@bracknell-forest.gov.uk](mailto:Recruitment@bracknell-forest.gov.uk).

If you experience any technical issues with your application, please contact the Jobsgopublic support team at [support@jobsgopublic.com](mailto:support@jobsgopublic.com) or call 0207 427 8250.

Our preferred method of application is online, but if you are unable to do this, please contact the recruitment team, as above.

# Job Description

<b>Department:</b> Delivery	<b>Section:</b> Digital Services, Customer Experience
<b>Post Number:</b>	<b>Location:</b> Time Square
<b>Job Title:</b> Digital Services Officer	<b>Grade/Salary Range:</b> BG – G <b>Work Style:</b> Home flex

## JOB PURPOSE

To assist the Digital Services Manager in the development, management and quality control of council digital services (public website, intranet, microsites, forms and associated web applications) to ensure that they meet customer needs and comply with web standards.

The role involves a mix of content editing, form creation, publishing, quality control and responsibility for specific project work. The post holder is required to provide advice and support to staff and service teams.

## DESIGNATION OF POST AND POSITION WITHIN DEPARTMENTAL STRUCTURE

This post reports to the Digital Services Manager



## MAIN DUTIES AND RESPONSIBILITIES

- Administer the council's content management system and support its users.
- Key responsibility for quality control on all digital content, through scheduled monitoring, reviews and usability testing.
- Key responsibility for ensuring compliance with web standards and guidelines.
- Key responsibility for developing and supporting promotional events and activities to increase the take up of web services by local residents.
- Assist the Digital Services Manager in the design, build and development of the public website, intranet, microsites, online forms and associated web applications.
- Key responsibility for ensuring information on the public website and DORIS is up to date, accessible, accurate and consistent.

- Working with service teams to ensure that content is up to date, accurate and written in English.
- Advising service teams on the format, design, accessibility and presentation of their information on the public website to ensure quality content and a consistent corporate image. Provides regular analysis and site statistics.
- Any other duties as may be required from time to time, which are compatible with the nature of this post

This job description will be supplemented by additional key tasks, which will be developed in conjunction with the post holder. It will be subject to regular review and the council reserves its right to amend or add to the duties listed without changing their general character or the level of responsibility.

#### **SCOPE OF JOB (Budgetary/Resource Control, Impact)**

- Communicate with staff, councillors and external agencies regarding Bracknell Forest council's digital content and web applications.
- Direct impact on council's external image and reputation.

# Person Specification

<b>Job Title:</b> Digital Services Officer	<b>Section:</b> Digital Services, Customer Experience
<b>Department:</b> Delivery	<b>Post Number:</b>

KEY CRITERIA	ESSENTIAL	DESIRABLE
<b>Qualifications And Training</b>	<ul style="list-style-type: none"> <li>Degree level qualification</li> <li>Evidence of continuing professional development</li> </ul>	<ul style="list-style-type: none"> <li>Experience of writing for the web as well as accessibility and usability training</li> </ul>
<b>Competence Summary</b> (Knowledge, abilities, skills, experience)	<ul style="list-style-type: none"> <li>Excellent working knowledge of the internet, web information architecture and web technology</li> <li>Experience in writing and publishing web content</li> <li>Good working knowledge and experience of HTML, CSS, web design, image editing software, Microsoft packages and content management systems</li> <li>Understanding of usability and accessibility principles and issues relating to websites</li> <li>Excellent verbal and written communication skills</li> <li>Excellent interpersonal skills</li> <li>Pays close attention to detail</li> <li>Meeting deadlines and targets, demonstrating an ability to achieve despite constraints or obstacles</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge and experience of Drupal</li> <li>Knowledge and experience of Achieveforms and AchieveService</li> <li>Experience of working within - and ensuring compliance with – corporate web standards</li> <li>Experience of writing for websites in English</li> <li>Experience of working in a customer focussed role</li> <li>Experience of data analysis and statistical resources (such as Google Analytics or Siteimprove)</li> <li>Working knowledge of Local Government or similar public sector organisation</li> </ul>
<b><u>Work-related Personal Requirements</u></b>	<ul style="list-style-type: none"> <li>Ability to work without close supervision under pressure, but also as part of a team</li> <li>Focussed on task completion and problem solving</li> </ul>	<ul style="list-style-type: none"> <li>Proven focus on continuous learning</li> </ul>
<b>Other Work Requirements</b>	<ul style="list-style-type: none"> <li>Able to work out of hours occasionally</li> </ul>	

# About the Department

The following link takes you to more information about our Department:

<https://www.bracknell-forest.gov.uk/council-and-democracy/how-council-works/council-staff-and-departments>

## Location

Time Square, Market Street, Bracknell, Berkshire, RG12 1JD

## Work Style / Parking

Your work style is "Home-Flex". This is also a primarily deskbound role but it could equally be done for part of the week from home.

For a 5:3 desk ratio this amounts to 40% of time away from a desk in the office – this may be working at home or another location or attending meetings or other activities away from a desk.

There is very restricted parking at our town centre offices. If you would like a car parking space when you start your employment with us we will send you an online form to complete. Please note there will be a charge for parking which will depend on your salary and working hours. You will receive further details from the HR department after a conditional offer has been made. To find out more information about parking at Bracknell Forest Council visit <https://www.bracknell-forest.gov.uk/roads-parking-and-transport/parking/bracknell-town-centre-parking>

Alternatively, the bus and train stations are nearby.

will receive further details from the HR department after a conditional offer has been made. To find out more information about parking at Bracknell Forest Council visit <https://www.bracknell-forest.gov.uk/roads-parking-and-transport/parking/bracknell-town-centre-parking>

Alternatively, the bus and train stations are nearby.

## Learning and Development

It is important to us that you feel confident and able to do a good job. We actively encourage all employees to take up the wide variety of learning and development available. We use a formal appraisal process and electronic training needs analyses to identify skills gaps and personal development opportunities.

As well as face to face workshops, we support coaching and mentoring opportunities, secondments, project working and access to a range of e-learning.

# Values and Behaviours

The council shares a set of values that we try to demonstrate in all that we do.

We are **Forward thinking** – we innovate, we plan, we focus on delivery.

We are **Open-minded** – we learn from what we do and are open to new ways of doing things.

We are **Respectful** of others – and treat them as we would wish to be treated ourselves.

We **Work together** as one Council, and we work together with partners and customers.

We are **Adaptable** - we embrace change, and we are flexible.

We are **Resilient** - we bounce back from setbacks and we find a way to carry on.

We are **Determined** – we have a “can do” attitude.

We show that we have these values in what we do, and how we do it.

It's important that we can learn and change; that we can find ways to solve problems; that we do the right things in the most cost-effective way; that we help to make things happen; that we are business-like in understanding risk, change and affordability; that we work well with others in a positive way.

If this sounds like the sort of people you'd like to work with, then we think we would like to work with you!

## Staff Benefits

Please visit <https://www.bracknell-forest.gov.uk/jobs/working-council>

## Terms and Conditions

Our Terms and Conditions are those of the National Joint Council for Local Government Services. The post will be offered as a permanent appointment subject to 1 month's notice on either side.

Offers of appointment are subject to right to work, satisfactory references, medical clearance and if applicable to the post, a Disclosure & Barring Service check. All employees will also be required to undertake a probationary period of 6 months. Appointment onto the permanent staff will be subject to the successful completion of this probationary period.

## Salary

The salary will be within the local Bracknell Grade BG-G . The grade range is £28,785 - £32,878 ; the starting salary offered will depend on your experience.

Your salary will go up by one point in the grade each year until you reach the top of the grade.

There is also a local weighting of £609 per annum

## Car Allowance

This post carries a Casual Car User Allowance. Business miles are claimed at 45p per mile for the first 8,500 miles and 25p per mile thereafter.

## Working Hours

Your normal working week is 37 hours per week.

Although your normal working week will be 37 hours, we understand the importance of a healthy work and lifestyle balance for our staff. Our flexible working scheme will give you some flexibility in your working day.

Whether you have an appointment, are waiting for a delivery at home or wanting to go to your son or daughter's sports day – there are always occasions that arise that you don't want to miss and just wish you could come into work late/ early. Using the flexitime system, you can take time off without using your annual leave.

Naturally we always need to maintain adequate cover – so you'll need to check the situation with your manager.

## Holidays

The annual holiday entitlement is 27 days plus bank holidays.

Annual holiday entitlement increases with length of service (4 extra days after 3 years continuous Local Government service).

To give you extra flexibility, you have the option of buying, selling or banking annual leave. By arrangement with your manager, you can buy or bank up to 10 days or sell up to 5 days (subject to making sure your leave days do not fall below 20 days per year). Pro rata for part time staff.

## Pension

Bracknell Forest Council operates the Local Government Pension Scheme, which is a Career Average Re-evaluated Earnings (CARE) scheme, open to everyone up to the age of 75. Contributions depend on salary level, for example, a salary of £21,001 to £34,000pa contributes at 6.5%.

# More About Applying

## References

Please give the names and addresses of two people who will provide a reference. At least one should be from your current/last employer, but references from school/colleges are also acceptable. If you give a home address for a referee, please indicate which employer or school/college they represent.

For posts in contact with children/young people or adults at risk employment references will not be accepted from relatives or people writing solely in the capacity of friends. However, your referees may include someone you know with standing in the community i.e. a teacher, vicar etc.

## Working in the UK

You must be entitled to work in the UK before you can start work with us. If you have any doubt of your ability to work in the UK visit: <http://www.ukba.homeoffice.gov.uk/visas-immigration/working/>

## Positive about people with a Disability



We are a Disability Symbol User and as such have made a commitment to guarantee an interview to all applicants with a disability who meet the essential criteria of the person specification.

To help us with our commitment to this guarantee, please indicate if you have a disability on your application form.

## Equal Opportunities

We are an equal opportunities employer and are committed to providing equality of opportunity to all. Our aim is to treat all employees and prospective employees with integrity, respect and consideration.

We aim to ensure that individuals are recruited, selected, trained and promoted on the basis of ability, job requirements, skills, aptitudes and other objective criteria. In this respect we will ensure that no job applicant or employee receives less favourable treatment on the grounds of race, colour, nationality, ethnic or national origin, sex, sexual orientation, religion or belief, age, marital status or disability, or is disadvantaged by conditions or requirements which are not covered by legislation or existing codes of practice.

## Medical Questionnaire

You may be asked about your physical ability to perform the job during interview. As a condition of the Offer of Employment, the successful applicant will be asked to complete an Occupational Health questionnaire from which our Occupational Health Advisor will assess your medical suitability to do the job. You may be required to attend a medical examination.

# Rehabilitation of Offenders Act 1974

You are required to give details on the application form of all convictions, cautions reprimands, orders and warnings, except 'spent' convictions. Any information which you give will be strictly confidential and will be considered only in relation to this or a similar position for which you may be considered with us.

You must declare any unspent convictions, cautions, reprimands, orders and warnings. Please see below for details:

<b>Sentence</b>	<b>Rehabilitation period This applies from the <u>end date</u> of the sentence</b>
Custodial sentence of over 4 years or a public protection sentence	Never spent
Custodial sentence of over 2 ½ years up and including 4 years	7 years from the date upon which the sentence is completed
Custodial sentence of over 6 months but less than and including 2 ½ years	4 years from the date upon which the sentence is completed
Custodial sentence of 6 months or less	2 years from the date upon which the sentence is completed
Community Order / Youth Rehabilitation Order	1 year from the date the order was imposed
Fine	1 year from the date the fine was imposed
Absolute discharge	No rehabilitation period
Conditional discharge, bind over order, attendance centre order, hospital order, referral order	Period of order

To find out more about the recruitment of Ex-Offenders visit <https://www.bracknell-forest.gov.uk/jobs/applying-job/guidance-recruitment-ex-offenders>

## What Happens Next To Your Application?

To find out more about the recruitment process please visit <https://www.bracknell-forest.gov.uk/jobs/applying-job/recruitment-process>