

## Job Description

Job Title:	Head of Digital Communications
Directorate:	Communications and External Affairs
Responsible to:	Director of Communications and External Affairs
Team:	Digital Communications Team

### Overall purpose of the post

To lead and oversee the delivery of the Commission's digital communications activities, using digital channels to provide voters and other Commission audiences with engaging, reliable information. To develop and deliver key online voter-facing products and services and to oversee the team which manages the Commission's online presence across web and social media.

### Main Responsibilities

- To set and drive the Commission's digital communications strategy and oversee its delivery. Building confidence and trust in the Commission, by ensuring its voice, tone, and messaging are consistent across all digital channels and platforms.
- To set and drive the vision and strategy for voter-facing digital services. This will include overseeing the transfer of the online polling station finder from our external partner, ensuring the Commission continues to provide year-round, accessible postcode specific information about upcoming elections.
- To oversee the Commission's online presence, using digital tools and channels effectively to reach all audiences. To ensure our digital channels help voters and other key audiences understand the voting process and how to participate in our democratic system.
- To oversee management of the Commission's website, including a programme of continuous improvement. Ensure the website provides Commission audiences with a source of reliable, accessible and engaging information about elections. To ensure any improvements are informed by analytics, audience insight, value for money and a strong commitment to digital accessibility and inclusion.
- To ensure the Commission's digital channels adhere to best practice in terms of accessibility, and continue to serve under-reached audiences.
- To oversee output across the Commission's social media channels, delivering content which is engaging, accurate, and aligned with the Commission's tone and values. To monitor digital trends and reputational risks, ensuring timely and effective responses when needed. To set the team clear objectives for engagement and reach.
- To support the delivery of the Commission's integrated, cross-discipline public awareness campaigns, using an understanding of digital channels and their reach to provide tailored information to under-registered and under-reached voters.

- To provide inclusive, inspirational leadership to the digital communications team, fostering a culture of collaboration, innovation, and continuous improvement. Support and develop staff to ensure they are motivated, empowered, and delivering a high-quality, responsive service.
- To manage the development and co-ordination of operational plans, budgets and resource requirements across the team's functions. Overseeing the procurement and management of external agencies to support the team's work.
- To provide expert advice to the Chair, Commissioners, Executive Team and members of the Senior Leadership Group on digital trends, products, risks and opportunities. To recommend appropriate digital communication solutions.
- To work with external stakeholders across the UK's governments, local councils and the wider electoral community to ensure voters receive high quality, seamless online services and information.

### **Additional details**

As a Head of service and a member of the organisation's senior leadership team, the post-holder is expected to operate with considerable autonomy. The post holder is expected to make day to day decisions about developing, delivering, and investing in digital projects with significant operational and reputational impact. They will be accountable for the delivery of digital communication projects of strategic importance, and is expected to advise on digital communications solutions. They will benefit from the support of the Commission's programme management office and in-house digital, data and technology colleagues.

The post holder will be responsible for the delivery of a significant digital project – the transfer from an external partner of the existing online tool which provides voters with post code specific election information. The post holder will be responsible for overseeing a £1.9m project budget, and the product delivery team, in addition to team budgets of more than £1m a year. They must be able to demonstrate a robust understanding of Agile, Lean, and user-centred approaches, value for money processes in the public sector and the risks and challenges of delivering high impact digital projects.

### **Key working relationships**

The post holder is expected to effectively manage and lead the Digital Communications Team, providing advice, guidance and support as required. They will manage and support the performance and development of individuals to expected standards, ensuring the team meet organisational goals.

The post holder will be supported in the role by the Director of Communications, the wider digital communications team, and colleagues across the organisation working on digital and technology delivery. The role involves supporting colleagues to communicate with their audiences effectively. The postholder will work closely with the Commission's Digital, Data, Technology and Facilities team to ensure digital communications infrastructure and platforms are secure and resilient. The postholder will advise and engage regularly with the Commission Chair, Board members, the Chief Executive and Executive Team, and other senior staff.

They will manage relationships with suppliers and strategic partners who support and draw on the Commission's digital work, including the UK's governments, social media companies and high profile media organisations.

Category	Requirement	Essential or Desirable
Experience	Extensive experience of leading digital communications functions and strategies, ideally including some experience in the public sector	Essential
	Experience of managing external agencies and suppliers, including digital (both build and content development) and design agencies	Essential
	Substantial experience of managing projects and appropriate project budgets	Essential
	Strong experience working, negotiating, influencing and building relationships with a variety of senior stakeholders, both internal and external	Essential
	Strong experience of providing advice on communications and digital best practice, achieving high standards and innovation	Essential
	Strong track record of using user-centred insights to shape direction and strategy of digital product development	Essential
	Experience managing product delivery teams and senior product professionals, ideally including in a government or public sector setting	Desirable
	Participation in cross-government product communities or working groups	Desirable
Knowledge and skills	Excellent understanding of digital channel strategies and management - across website, social media, email.	Essential
	High level of creativity and conceptual and strategic thinking	Essential
	Excellent written and verbal communication skills for both internal and external stakeholders	Essential
	Expertise in running and embedding Agile and Lean practices	Essential
	Expertise in predicting, preventing, mitigating and managing potential risks at different phases of a complex product's life cycle	Desirable
	Thorough knowledge of the political context in which the Commission operates	Desirable
	Familiarity with EMS (Electoral Management Systems) or similar civic digital services	Desirable
Personal qualities	The ability to work independently and flexibly, including with limited supervision and as part of a team	Essential
		Essential

	<p>Ability to remain calm under pressure and deliver results, often with tight deadlines</p> <p>A flexible approach to work and ability to manage changing requirements and business priorities as necessary</p> <p>Possess an understanding of, and interest in, democracy and the electoral processes in the UK</p>	<p>Essential</p> <p>Desirable</p>
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