

Post Title: Digital Customer Journey Lead

Post Hours: 37 hours per week

Grade: PO1-4

Responsible to: Principal Communications Officers

Responsible for: Web Development Officer

Main contact associated with principal duties:

- Management Team
 - Service Managers
 - Liberata and other partners.
 - Other Local Authorities
 - Software providers
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Job Purpose:

- To be responsible for the content management and maintenance of the Council's website and intranet.
 - To lead the development of the website and intranet and increase its use as an access channel for Council services and information, ensuring an easy customer journey.
 - To support the development of online services to encourage channel shift.
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Control of Resources:

Laptop for hybrid working.

Main duties and responsibilities:

1. Client lead for customer contact and journey through the Liberata contract and Pendle Borough Council services
2. To ensure the website is an easy to navigate, functional access channel for online services and information.
3. To organise and communicate accurate information about the Council and Pendle electronically by creating and populating web pages using content management systems.
4. To ensure administrative and editorial procedures and policies are developed and followed in relation to the management, content and updating of material on the websites.
5. To support the transformation programme, including the delivery of online services.

6. To support the integration of the website with the Council's technical back office systems including the Contact Centre.
7. To keep abreast of Government initiatives and best practice in web communication and digital content design, and to ensure these are fed into web strategies and action plans.
8. To monitor web activity, providing clear reports and analysis to management, including usage patterns and drop-out rates of forms.
9. To follow best practice relating to Plain English, equality and accessibility standards.
10. To undertake any other duties, commensurate with the grade, which may be required within the needs of the service.

Selection Criteria	Essential Or Desirable	Assessment Method
Qualifications		
1. Educated to degree or equivalent standard, in a relevant discipline such as media, English, marketing.	Desirable	Application
Knowledge, skills, abilities and experience		
2. Ability to demonstrate a flair for clear information structuring and communication of ideas, including being able to write in Plain English.	Essential	Application Interview Test
3. Experience in creating digital content using content management systems and user-centred design principles.	Essential	Application Interview
4. An understanding of Government accessibility regulations and the ability to design content which works with common assistive technologies	Essential	Application Interview
5. Strong interpersonal skills including effective verbal communication and the ability to work in partnership, including advising decision makers and developing and maintaining effective relationships at all levels	Essential	Application Interview
6. Ability to work effectively in a fast-paced, agile environment and take a flexible approach for rapid delivery.	Essential	Application Interview
7. Ability to develop and write web communication strategies.	Essential	Application Interview
8. Experience of process mapping including data flows, 'as-is' and 'to-be' processes, with a focus on easy customer journeys	Essential	Application Interview
9. An understanding of the equality and diversity issues relevant to the post	Essential	Application Interview
10. Knowledge of the Government's digital agenda.	Desirable	Application Interview
Special Requirements		
11. To be occasionally available to work outside usual office hours, including evenings or weekends, for example in the event of an emergency and during elections.	Desirable	Application Interview

Date: January 2023