

## Job Description

| A Post Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Job Title: Digital Content Producer (copy, design, animation, videography and photography)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Grade: B001        |
| Department: Communications and Engagement                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Division:          |
| Reports to: Creative Communications and Campaigns Lead                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Contract Type:     |
| Level of Vetting: <b>Baseline Vetting</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Numbers in Post: 4 |
| B Purpose of the Post                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                    |
| <p>To support British Transport Police (BTP) in achieving its strategic objectives by assisting in the delivery of our communications strategy, through the creation of innovative written and visual content – including photographs, video, digital and infographics, and animation. Using social media monitoring and listening data, people survey data and artificial intelligence software to help BTP create the best creative content possible for both external and internal audiences.</p> <p>The Digital Content Producer will act as an in house advisor on the forces online and digital presence and how this can be used to raise BTPs profile and enhance and protect its reputation. They will proactively gather content and good news stories for sharing across multi-channels and platforms, improving employee engagement across the Force and influencing audience behaviours. They will be a brand guardian, ensuring there is a single corporate style guide which provides clear guidance in the tone and style of BTP's written communications.</p> <p>The post holder will have a primary content creation skill set, such as copy, design, digital, social media etc. They may be expected to develop their skills in other content areas and will be provided with training and support to do this.</p> <p>The post holder may also be required to provide specialist support on social media handling during major incidents and crises and on reputational matters.</p> |                    |
| C Dimensions of the Post                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                    |
| <p><b>Financial – Direct or Non-Direct</b></p> <p>The success of the Digital Content Producers will have a direct impact on the external spend of the communications and engagement department, a good internal content creation service will result in less need to outsource services such as photography, videography, animation, copywriting etc</p> <p><b>Staff Responsibilities – Direct or Non-Direct</b></p> <p>None.</p> <p><b>Any other statistical data</b></p> <p>The communications and engagement team provide services critical to British Transport Police being able to professionally communicate and engage with its workforce, stakeholders and the public, in order to deliver its strategic objectives and values. The Digital Content Producer provides an essential service to the department and wider force, acting as a subject matter expert and ensuring that innovative and creative content is produced in a timely manner so that BTP can keep pace with internal and external trends and that all opportunities to win back trust and legitimacy are exploited. They will help the force to utilise and manipulate specialist software and working with the channels team and the designers to ensure the right content is created for the external and internal audiences the force is trying to reach. Whilst each Digital Content Producer will have expertise in one or</p>                                                                                        |                    |

more content areas, there may be occasions when they will be expected to work as part of a team to deliver

content which requires a range of skills sets. The post holder must be willing to undertake training in different skills.

#### **D Principal Accountabilities**

Develop and deliver effective content using channel trends, audience listening data and artificial intelligence software to inform what is created and ensure that NTP/BTPA effectively communicates with the intended audiences and that content is purposeful, informative and outcome based.

Devise content that is aimed at changing behaviour and perceptions; evaluate effectiveness, ensuring lessons are shared with colleagues and inform future content production. Proactively research and develop features or ideas for communication channels or initiatives, come forward with these ideas and initiatives selling them to senior managers as a good approach.

Be a trusted advisor to the department and wider force on content creation, acting as first point of contact for content queries, providing guidance on how to best use creative content to achieve a desired outcome.

Develop core messaging for projects and communications campaigns that can be used across our channels and align with media work to ensure a consistent and effective communications output.

Create innovative written and visual content – including photographs, video, digital and infographics and animation - for our digital and social media platforms.

Produce and edit creative and engaging video and digital animations to provide interesting and informative content which effectively communicates with our audiences and encourages customer interaction.

In collaboration with the Communications Planning Lead, plan coordinate and maintain the implementation of a forcewide content calendar, aimed at changing behaviour, driving engagement and building trust between BTP, its employees and the public.

Support in the planning and implementation of multi-platform, integrated Forcewide communications campaigns; evaluate effectiveness, ensuring lessons learned are shared with colleagues and taken into consideration in future communications campaigns activity.

In collaboration with the campaigns manager, produce creative content for internal, external and recruitment campaigns which build reach and engagement, building public trust and confidence and enhancing the reputation of BTP.

Create internal content that focuses on amplifying employee voice across all our channels to foster a culture of communities where colleagues' voice are heard – identifying opportunities to use employee generated content where possible.

Horizon scan to ensure the continuous improvement of BTPs content and that we are adopting best practice and innovation to grow our audience reach and engagement and to drive learning.

Be a brand ambassador ensure that we are talking with one voice and that internal and external brand guidelines are followed, provide training and support on BTP brand to colleagues across the force

## **E Decision Making**

### **Make decisions**

Makes decisions on content design, using social media trends, listening data and AI outputs to assist in identifying the best content options for the force.

### Significant say in decisions

Influences the use of content by senior leaders, using horizon scanning to make recommendations for proactive content that would be suitable for BTP

Influences the use of AI software across the force and how it contributes to communication and engagement products

Influences the external commissioning of content creation, helping the force to understand when the use of external experts will be the best course of action for specific initiatives

The post holder may need to work alongside the Gold Commander in the Gold Suite providing advice and guidance that will influence the handling of communications relating to critical incidents or planned events.

## F Contact with Others

### Internal

Provide expert content advice, guidance and support to all colleagues across the Force including senior managers

Influence the content used by senior leaders recommending approaches that are in line with social media, public or internal trends or that respond to critical incidents or crisis communications

Represent communications and engagement department at meetings with senior stakeholders, including with the BTP Authority, Superintendent's Association, TSSA and the BTP Police Federation, to ensure these stakeholders are involved in our communications to secure buy-in to our approach

### External

Regular contact with external service providers, including communications and design agencies, print suppliers, photographers and translators

Represent BTP, influencing and playing an active role in various rail, policing and industry communications forums as required.

Contact and interaction with members of the public.

## G Essential Criteria

### Qualifications and Training:

Educated to degree level (or equivalent) or qualification in digital communication, digital media, design or public relations or relevant equivalent experience.

The Digital Content Producer (photography and videography) is expected to have a Qualification or training in photography and videography. Training in Photoshop, Premiere Pro, Infographic production.

Training in the use of AI software to create effective content

### Experience:

The Digital Content Producer (photography and videography) is expected to have experience of working with cameras, lighting and editing software such as Adobe Premiere, Photoshop, and Infographic production. They will also have experience of creating digital content for social media channels.

The Digital Content Producer (design) is expected to have proven experience in design and a good level of experience in digital animation production and graphic design.

The Digital Content Producer (copy) must have proven experience of translating complex information into succinct copy and use clean uncomplicated language and Plain English across all communications.

The Digital Content Producer (digital and social) must have proven experience of delivering effective digital content for use across a range of social media platforms.

Proven experience of using AI software to assist in the creation of innovative and effective content

Proven experience of using social media trends and audience listening Data to inform content creation

Proven experience in web Content Management Systems

Demonstrable ability to exercise sound editorial judgement when sourcing and producing content.

Experience of understanding audiences and segmenting information accordingly, using this information to reach and engage with audiences and to influence behaviours.

Experience of writing for different audiences to influence behavioural change.

Experience of writing for publications such as posters and leaflets.

Experience of creating content to support crisis communications management and managing reputational issues.

Experiencing of successfully driving employee engagement through the use of good internal content

#### Skills:

Exceptional writing, editing and proofreading skills, with a high degree of accuracy and attention to detail, with the ability to present complex information in concise and plain English, as well as the ability to write in a variety of styles and for different audiences, and edit the contributions of others.

Excellent photography and photo editing skills with the ability to photograph for the creation of innovative and impactful visual content.

Video production and digital animation skills, with the ability to create effective digital content suitable for internal and external audiences.

The confidence and gravitas to offer advice to senior management and other members of the Force and Authority – including the ability to challenge and influence decisions when in the BTP/BTPAs best interests.

Ability to process complex and sensitive information and reframe this into messages and action that fits within the corporate narrative for the Force and Authority.

Highly proficient at handling multiple deadlines, shifting priorities and rapid change with ease, while maintaining focus on the most important priorities for achieving success and providing high quality content to quick deadlines

Ability to influence and persuade, establishing credibility when giving advice.

Good level of social media and web literacy at a corporate level including:

- professional use of all social media channels;
- full website and intranet management from content production to publishing, using content management systems;
- knowledge of user experience design and user interface design to enhance the end user experience.

Flexible and dynamic approach to working in a high pressure environment to challenging deadlines.

Excellent verbal communication skills, including ability to present to others internally and externally.

An eye for design and an ability to comply with brand guidelines.

Excellent administrative, planning and organisational skills, with the ability to work on several projects at once, often to conflicting deadlines and to remain calm and composed, in challenging situations.

Ability to work with colleagues at all levels of the organisation and with partners, exercising tact and diplomacy.

Commitment to delivering excellent customer service.

#### Knowledge:

Extensive knowledge and experience of photo and video editing

Extensive knowledge and experience of a wide range of social and digital media platforms, including the production of video.

Experience of using design and video software to produce digital content.

Good understanding of how to interpret and utilize audience listening data and social media trends

Good understanding of how to use AI software to create impactful content

Good understanding of current trends in social and digital media.

Good understanding of how to write for different audiences.

Good knowledge and understanding of evaluation techniques and how to measure effectiveness.

Understanding of Data Protection and Freedom of Information constraints.

#### Desirable criteria:

#### H Additional Information

You will be dynamic, creative and innovative and have a passion for creating on trend content that will have maximum impact and reach. You are always on the look out for new ways of doing things and get excited by the use of new platforms, tools and software that might help you create the best content possible.

You will be a resilient individual, able to work collaboratively in a fast-paced environment and quickly adapt to changing and evolving circumstances and priorities. Believing that understanding the audience is at the heart of all effective communication, you will be keen to build knowledge of your audience and use that to guide your communications outputs, anticipating and adapting to audience trends.

You will have excellent interpersonal skills that allow you to communicate at all levels in a clear manner and with a commitment to delivering exceptional customer service. Believing that effective communications are crucial to the delivery of policing and keeping the public safe, to achieve this objective you will be able and willing to challenge at any level in an appropriate manner.

British Transport Police covers 3 countries, and this role may require travel across the countries to meet with stakeholders, members of staff, management and suppliers as needed.

British Transport Police believes in inclusivity in public service, and as such your working hours will be reflective of operational and public needs.

**For Panel to complete only:**

**Line Manager Approval:**

**Panel Approval:**

**Date:**