

<b>Title</b> <b>Digital Engagement Officer</b>	<b>Department</b> <b>Place</b>	<b>Post Ref.</b>
<b>Job Purpose</b> To develop and implement an engagement strategy to encourage take up of high-speed connectivity (both fixed and mobile) amongst all sections of the Nottinghamshire population		
<b>Key Responsibilities</b> <ol style="list-style-type: none"> <li>1. Implementation and ongoing review of the agreed broadband take-up plan with a view to increasing adoption above 61%</li> <li>2. Maintain links with Parish Councils, Stakeholders and Partner organisations</li> <li>3. Be responsible for the development and delivery of a range of community-focussed projects within the catchment area for the Better Broadband for Nottinghamshire programme, in order to raise awareness of both the Programme and the benefits of superfast broadband, leading to increased take-up of fibre-based services</li> <li>4. To engage with Nottinghamshire businesses based in the catchment area to promote both Programme and the benefits of superfast broadband, leading to increased take-up of fibre-based services</li> <li>5. To represent the Council and the Programme within local communities in the catchment area to resolve issues, where appropriate</li> <li>6. Prepare content for any digital infrastructure stakeholder communications, Council e-bulletins and team website and App pages, as appropriate</li> <li>7. Provide assistance in programme planning and monitoring of outputs against targets</li> <li>8. Work closely with central government to ensure the project engagement activities are aligned with the latest guidance (such as the voucher schemes)</li> <li>9. Develop marketing resources for supporting events and activities</li> <li>10. To report progress to the Programme Delivery Board via the Digital Connectivity Manager and Digital Project Officer</li> <li>11. Undertake other duties as reasonably requested by the line Manager</li> </ol>	<b>Key Accountabilities</b> <ol style="list-style-type: none"> <li>1. To be accountable for effective performance of agreed aspects of the demand stimulation programme, including providing accurate and evidenced performance information</li> <li>2. To be accountable for ensuring effective and positive communications of the Programme</li> <li>3. To manage resources as appropriate in line with relevant County Council policies and frameworks</li> <li>4. To take personal and proactive responsibility for own performance</li> <li>5. To demonstrate a proactive, flexible and responsive approach to the role within a regularly changing environment</li> </ol>	

**The post holder will perform any duty or task that is appropriate for the role described**

***Person Specification***

***Education and Knowledge***

1. A record of achievement in professional development
2. Good literacy and numeracy skills gained from general education
3. Proven track record of project delivery, particularly within a sales or marketing environment
4. Knowledge or awareness of national and local policies around broadband delivery
5. Basic knowledge or understanding of local community and business networks
6. The ability to prioritise work load and to work on your own initiative, whilst contributing positively as part of a wider team
7. The ability to write and communicate effectively and appropriately with all sectors of the community and partner organisations, internal colleagues and politicians
8. Enhanced IT skills, to include knowledge and experience of using social and digital media

***Experience***

15. Two years relevant experience in a similar role
16. Previous experience of working with Delivery Partners
17. Experience of working with local communities and businesses
18. Experience of using word-processing, excel spreadsheet and presentational packages, accurately and with good attention to detail
19. Experience of working with a wide range of community groups
20. A strong awareness and understanding of equal opportunities and the ability to translate these into effective action
21. The ability to network and influence key decision makers

***Personal skills and general competencies***

9. Puts into practice the Council's commitment to excellent customer care
10. Works efficiently and effectively and actively looks for ways of improving services and outcomes for customers
11. Works well with colleagues but also able to work on their own initiative
12. Shares the Council's commitment to providing a safe environment for customers and staff and treating all with respect and consideration
13. Comfortable representing the Council at stakeholder events and meetings
14. Genuinely interested in the digital infrastructure aims and objectives of Nottinghamshire County Council

***Role Dimensions***

- 22. Located within easy commuting distance of West Bridgford, with the ability to travel throughout Nottinghamshire and work with a flexible schedule that may change based on the needs of the business
- 23. The role is based on 37 hours working week of Monday to Friday. Start and finishing times are flexible and agreed with line manager.  
Due to the nature of this position, you may be required to work additional hours should this be necessary to fulfil your responsibilities. No extra payments will be made for this additional time, however flexitime is applicable according to the County Council's guidelines
- 24. No financial responsibility
- 25. No direct reports

*Please attach a structure chart*

Date 16 March 2020