



# HM Prison & Probation Service

## Job Description (JD)

### Band 5

### Group Profile – Coordinator

## Job Description – C: Prison Digital & Communications Manager

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<b>JD Evidence</b>	

# Job Description

<b>Job Title</b>	C: Prison Digital & Communications Manager
<b>Group Profile</b>	Coordinator
<b>Organisation Level</b>	First Line Management 5-6
<b>Band</b>	5

<b>Overview of the job</b>	<p>As the Prison Digital &amp; Communications Manager, the job holder will play a key role in driving the future of digital services and technology in prisons and helping to modernise the prison service.</p> <p>The job holder will be responsible for managing digital and technology user adoption and engagement on site, and planning and producing high-quality local digital communications content.</p> <p>This is a non-operational role in a prison environment with people management responsibilities (1-2 direct reports).</p>
<b>Summary</b>	<p>The job holder will manage digital and technology adoption and engagement locally, and champion user needs across all groups.</p> <p>They will also work closely with staff, residents, and the central Hub team to plan, design and produce local digital communications and engagement content. They will be responsible for identifying opportunities for digital services, digital content and technology to improve operational efficiency, staff experience, and resident experience.</p> <p>They will be accountable for delivering a set of operational targets for digital and technology management and support on site, and support central teams to measure benefits.</p>
<b>Responsibilities, Activities and Duties</b>	<p>The job holder will be required to carry out the following responsibilities, activities and duties:</p> <p><b>Local Digital Communications Management:</b></p> <ul style="list-style-type: none"> <li>Defining local communication requirements and working with SMT, residents and the central Content Designer to build a roadmap for local digital content.</li> <li>Creating high-quality written, visual and audio content to communicate local news, events and updates, via the Hub (our digital communications platform), creating a strong brand for local prison communications.</li> <li>Adhering to government and industry guidelines on publishing and maintaining content and reviewing page analytics and feedback to evaluate content success and engagement.</li> </ul> <p><b>Prison Digital Services &amp; Technology Management:</b></p> <ul style="list-style-type: none"> <li>Delivering site-level digital and technology related operational performance targets, preparing a monthly report to identify and escalate any issues, risks and/or opportunities.</li> <li>Working with SMT, HMPPS and MOJ to contribute to Digital and Technology roadmap and priorities and identifying and escalating site needs.</li> <li>Supporting the central MOJ D&amp;T in the design and delivery of new digital services and technology programmes.</li> </ul> <p><b>User Management:</b></p> <ul style="list-style-type: none"> <li>Managing staff within the digital change network, building knowledge, keeping them engaged and training them to support current and future digital services and technology programmes.</li> <li>Leading engagement, support and training for staff and residents to ensure the safe, secure and effective use of digital services and technology on site.</li> </ul>

	<p><b>Operational Security:</b></p> <ul style="list-style-type: none"> <li>Communicating and advocating device related guidance with residents and staff, escalating when policies or procedures are not being followed.</li> <li>Working with staff and residents to reduce rates of improper use of devices and/or digital services and reduce rates of intentional damage.</li> </ul> <p>The job holder will be expected to lead daily stand-ups, attend the prison morning meeting with senior staff, conduct monthly operational review meetings, attend weekly hub team meetings, and lead digital change network meetings.</p> <p>The duties/responsibilities listed above describe the post as it is at present and is not intended to be exhaustive. The job holder is expected to accept reasonable alterations and additional tasks of a similar level that may be necessary. Significant adjustments may require re-examination under the Job Evaluation Scheme and shall be discussed in the first instance with the job holder.</p> <p>An ability to fulfil all spoken aspects of the role with confidence through the medium of English or (where specified in Wales) Welsh.</p>
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<b>Behaviours</b>	<ul style="list-style-type: none"> <li>Communicating and Influencing</li> <li>Working Together</li> <li>Delivering at Pace</li> <li>Managing a Quality Service</li> </ul>
<b>Strengths</b>	It is advised strengths are chosen locally, recommended 4-8.
<b>Technical</b>	
<b>Experience</b>	<p>Essential:</p> <ul style="list-style-type: none"> <li>Proficient writing skills</li> <li>Experience in written, audio and video communications</li> <li>Experience filming and editing audio and visual content</li> </ul> <p>Desirable:</p> <ul style="list-style-type: none"> <li>Experience working within a prison establishment</li> <li>Experience working with Digital and Technology</li> <li>Experience in content planning</li> <li>Experience with Content Management Systems</li> <li>Experience in Project Management</li> </ul>
<b>Ability</b>	

<b>Minimum Eligibility</b>	<ul style="list-style-type: none"> <li>All candidates are subject to security and identity checks prior to taking up post.</li> <li>All external candidates are subject to 6 months' probation. Internal candidates are subject to probation if they have not already served a probationary period within HMPPS.</li> <li>All staff are required to declare whether they are a member of a group or organisation which HMPPS consider to be racist.</li> </ul>
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<b>Hours of Work (Unsocial Hours) Allowances</b>	<p><i>Leave Blank</i></p> <p><b>To be used by the JES Team only</b></p>
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## Success Profile

Behaviours	Strengths It is advised strengths are chosen locally, recommended 4-8	Ability	Experience	Technical
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Communicating and Influencing			Essential: Proficient writing skills	
Working Together			Experience in written, audio and video communications	
Delivering at Pace			Experience filming and editing audio and visual content	
Managing a Quality Service			Desirable: Experience working within a prison establishment	
			Experience working with Digital and Technology	
			Experience in content planning	
			Experience with Content Management Systems	
			Experience in Project Management	