

Kent County Council

Job Description Digital Production Manager



Job Title	Digital Production Manager
Directorate	Strategic and Corporate Services
Unit/Section	Marketing and Customer Experience / People and Communications
Grade	KR12
Responsible to	Marketing and Digital Manager

Job Purpose

To lead the delivery of a portfolio of digital projects and services that contribute to achieving business objectives and implementing organisational strategy. To prioritise tasks, schedule resources and coordinate digital activity across the Marketing and Resident Experience Team. To develop and manage a production management system that maximises the efficient use of resource. To establish and manage a range of effective working relationships across the team, other colleagues and suppliers.

Accountabilities

1. Manage and co-ordinate the production process across digital channels, content and assets and manage a production schedule for all digital services and activities.
2. Establish the resources required for projects and service delivery and create accurate and appropriate timescales for the individual jobs as well as the whole production portfolio.
3. Ensure products are delivered on time, are customer-focused, high quality, within budget and comply with relevant standards, branding guidelines and regulatory requirements.
4. Monitor production processes, communicate progress, highlight risks to managers and stakeholders and adjust schedules where required.
5. Support and contribute to marketing and customer experience activities as they relate to the KCC website and related digital services.
6. Review and recommend updates to KCC policy on websites and related digital services and channels.
7. Monitor and evaluate website performance and, working closely with colleagues across the team, identify and develop opportunities to improve the user / customer experience.
8. Line manage digital content resources and support, guide and assist members of the team with troubleshooting and problem solving.

Footnote: This job description is provided to assist the job holder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

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Person Specification Digital Production Manager

	CRITERIA
Qualifications	<ul style="list-style-type: none">• Professional / degree level qualification in an appropriate field or proven experience in a similar role.
Experience	<ul style="list-style-type: none">• Extensive experience of managing digital production processes and resources and delivering successful digital / web projects.• Extensive experience of managing and co-ordinating multiple internal and external suppliers and resources.• Experience in establishing and developing production management systems, processes and policies that enable the successful delivery of multiple, concurrent digital projects• Experience of managing a small team and supervising and directing the work of others as part of a project team in a website development or digital marketing environment.
Skills and Abilities	<ul style="list-style-type: none">• Excellent planning, organisational and prioritisation skills• Excellent project management and relationship building skills• Very strong communication, negotiation, and conflict management skills• Proficient in the use of MS 365 (Office) applications on PC

Knowledge	<ul style="list-style-type: none"> • Excellent knowledge of the website production process covering design, content, development and technical aspects, as well as a deep understanding of project management tools and techniques. • Very good knowledge of user experience (UX) practices, website accessibility, analytics, testing and performance. • Good knowledge of data protection, accessibility and intellectual property regulations and their application to website and digital operations • Knowledge of marketing concepts and techniques
Kent Values and Cultural Attributes	<p>Kent Values:</p> <ul style="list-style-type: none"> • We are brave. We do the right thing, we accept and offer challenge • We are curious to innovate and improve • We are compassionate, understanding and respectful to all • We are strong together by sharing knowledge • We are all responsible for the difference we make <p>Our values enable us to build a culture that is:</p> <p>Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile</p> <p>Curious - constantly learning and evolving</p> <p>Compassionate and Inclusive - compassionate, understanding and respectful to all</p> <p>Working Together - building and delivering for the best interests of Kent</p> <p>Empowering - Our people take accountability for their decisions and actions</p> <p>Externally Focused - Residents, families and communities at the heart of decision making</p> <p>(If this document is being used for recruitment purposes, examples of Behaviours which support the Kent Values will need to be demonstrated within the context of this post)</p>

Organisational Responsibilities

All Corporate Directors, Directors and Heads of Service have an explicit responsibility to work as part of a team to deliver, collectively, the agenda of the County Council. These are fundamental elements of their role not an addition and are summarised as follows

Whole Council

- Seek to improve the lives of all residents in Kent and the economy of Kent
- Act as corporate parent to the Council's Looked After Children
- Take an active role in promoting and ensuring the Council's responsibilities for safeguarding are met
- Understand, communicate and contribute to the delivery of KCC's strategic aims
- Meet statutory obligations and promote and ensure compliance with policies and procedures and the Council's Code of Conduct (Kent Code)
- Advise elected Members and support the democratic process
- Promote the Council brand and enhance the overall reputation of the Council
- Understand and monitor the measures of performance, including customer insight, which define successful outcomes for KCC services
- Maintain and ensure a relentless focus on the customer
- Act to support the Council-wide need to deliver services within budget, thereby avoiding an overspend that could damage the financial viability of the Council

- Overcome professional and service silos to achieve the County Council's objectives

Integration of Services

- Focus resources where they have the biggest impact
- Deliver services that are flexible and adaptable
- Integrate services within KCC and work with partner agencies to ensure a seamless customer experience
- Fully and inclusively engage all staff in the delivery of services, demonstrating the Council's leadership values and competencies

Embedding Commissioning and Engaging Relevant Markets

- Establish an outcome focused organisation
- Meet the financial regulations and standing orders of KCC
- Challenge the status quo and engage with the market to constantly improve
- Ensure all services are delivered effectively and efficiently
- Proactively and continuously seek to improve service delivery
- Proactively manage risk to avoid inertia whilst not exposing the Council to needless and avoidable challenge or loss

Managing Change

- Understand and support the Authority's overall change agenda
- Deliver required outcomes of service specific change on time and to budget
- Understand the quality of staff, support their development, nurture those with talent
- Identify the skills for the future and the level of staff through robust workforce planning
- Identify and deal with underperformance
- Deliver to agreed budget and income targets