**Counter Terrorism Policing (CTPHQ)**

**ProtectUK ProtectUK Digital Delivery Unit Head (Band C)**

**Reports to: Head of ProtectUK, National Counter-Terrorism Security Office (NaCTSO)**

**JOB PURPOSE**

The job holder will be a key leader, responsible for developing and maintaining the technical delivery and functionality of the ProtectUK suite of digital information resources which is part of NACTSO. ProtectUK is managed by Counter Terrorism Policing HQ, NaCTSO and the Home Office and contributes directly to the mission to protect businesses and the wider public from terrorism. You will work closely with colleagues across the national Counter Terrorism Policing (CTP) network, the Home Office and other partners as part of your role.

You will be responsible for the smooth technical running and functionality of the ProtectUK website, and all digital information channels, working directly with our digital delivery partners and with content and marketing colleagues within the Protect UK team, and with other related teams across NaCTSO.

Your role will focus on both leading the technical development and digital improvement of ProtectUK and our day to day business as usual delivery function. Our ambition is extensive and your role will have a vital impact on supporting our audiences to keep people safe from the threat of terrorism.

This is a highly visible role and you will be a confident speaker and writer able to represent ProtectUK at events and meetings across NaCTSO, CTP, Government and wider stakeholders when necessary.

[ProtectUK](https://www.protectuk.police.uk/) is aimed at owners and operators of venues and public spaces, including businesses, public sector and local government, its purpose is to provide:

* Support, information and guidance to protect against, and prepare for, the event of a terrorist attack
* Provide interactive e-learning packages to raise awareness of the terror threat among staff and the public

You’ll be part of a highly motivated team, with the chance to directly contribute to the UK’s ability to protect against, and prepare to respond to, terror attacks. You’ll also have the opportunity to draw on your own experience and initiative to work with partners across CT Protect and Prepare to identify the most relevant content and present in it in a way which resonates with our priority audiences.

Your primary goal will be to ensure that our key audiences are able to easily access the platform and that the user experience and interactivity is the best it can be. You’ll be a positive advocate for digital systems and communications, able to explain how it can contribute to CTP’s overall mission.

**JOB REQUIREMENTS**

We are looking for a leader, or aspiring leader, who has the experience and confidence to plan and implement digital delivery and communications activity that supports the Counter Terrorism Policing Protect and Prepare mission through ProtectUK. This will include developing the digital capability of ProtectUK and improving the current offer to make it more accessible and interactive.

You will need to be a self-starter, able to quickly grasp new projects or priorities, or refresh and refine an existing approach. You will need to balance the strategic with the tactical, with a real focus on delivery. You’ll need to build excellent relationships with internal teams, external suppliers and contractors, as well as with stakeholders from law enforcement partners, government, businesses, and other groups.

You’ll have an excellent understanding of web and mobile applications management and will use audience insight and analytics to choose the right approach for developing and improving ProtectUK in collaboration with other units within the team. You’ll be focused on outcomes and changing behaviour and will use evaluation to drive continuous improvement of your plans.

You’ll take responsibility for the design of ProtectUK and the user experience, and will work collaboratively with others to plan, programme, and deliver your work. You’ll build and maintain great relationships and use your network to support not only your own projects but the wider mission.

You’ll make your presence felt as a positive and proactive member of the team and national network. You will have line management responsibilities, and you’ll be constantly on the lookout for opportunities to share best practice, support your colleagues and contribute to wider network initiatives, including on Learning and Development. You will take active steps to contribute to our shared commitment to Inclusion, Diversity and Equality (IDE).

You will bring energy, purpose, and new ideas to our mission. You’ll look for opportunities to improve what we do and help to ensure that that the work we do is constantly evolving to meet the threat from terrorism that we face, and the communications environment that we operate in.

You will be a leader and ambassador for ProtectUK and convey the professionalism and digital knowledge that supports ProtectUK to be the authoritative voice on protective security for business and venues at a national level.

**ROLES AND RESPONSIBILITIES**

* Manage the Digital Delivery Unit including budgeting, line-managing one colleague and working closely with our digital partners and other teams across NaCTSO, CTP, Govt and wider external stakeholders.
* Draw on analytics, evaluation and insight from the ProtectUK platform and wider industry to constantly review and develop the user journey.
* Work with the wider team and suppliers to ensure the platform can host a wide range of formats (i.e. video, images, and webinars).
* Collaborate with members across NaCTSO, CTPHQ, the CTP Network, and key external stakeholders to ensure the look, feel and experience of the platform engages our external audiences.
* Strong quality assurance ability to ensure that ProtectUK reaches and exceeds the highest standards and security and accessibility requirements.
* Work with commercial colleagues to ensure website hosting and data storage requirements are maintained.
* Manage supplier relationships, holding regular check-ins, stand ups to troubleshoot issues and frequently update coding.
* Work with the ProtectUK Marketing & Insights and Content teams to manage pay-per-click and SEO campaigns.
* Effectively represent ProtectUK, promoting our brand and reputation, presenting our work to relevant audiences, with confidence and knowledge of the benefit we bring to the CT Protect and Prepare mission.
* Advocate for our shared commitment to Inclusion, Diversity and Equality in everything we do.
* Support the wider delivery effort of CT Protect and Prepare and crisis response as part of any national CT major incident.
* Line management responsibility within the ProtectUK team with a proactive focus and commitment on promoting and supporting team and personal development.

**ESSENTIAL SKILLS (PROFESSIONAL AND TECHNICAL)**

* Proven experience (4+ years) leading large scale digital communications projects, with a track record of translating business challenges into successful delivery strategies, plans and campaigns
* Good interpersonal skills with the ability to work effectively with people at all levels.
* Strong understanding of digital communication and working in an agile environment
* Strong understanding of digital delivery models and future developments.
* Good understanding of operating systems including Drupal, CMS, website coding, analytics and SEO.
* Excellent writing skills, specifically for digital communications
* Ability to use insight and research to optimise a website to reach and engage target audiences
* Experience of planning and managing day-to-day activity, coordinated as part of wider organisational activity
* Strong track record of digital delivery, including developing new ways of presenting accessible and intuitive content for audiences.
* Innovative and creative mind-set, bringing new ideas to solve tough challenges
* Evidence of best practice in tracking and measuring the impact of digital communications and its contribution to wider organisational objectives
* Ability to form effective working relationships across a full range of internal and external stakeholders, including with senior colleagues and our key digital delivery partners
* Confidence and credibility in a range of scenarios, including delivering impactful and engaging presentations and communications advice on your projects
* Actively seek out best practice and new ideas, collecting and sharing insights about what performs best to help shape the future agenda for ProtectUK
* Motivation to contribute to key thematic areas within the national network, for example Learning & Development, and Inclusion, Diversity & Equality
* Experience and/or interest in crisis communications with the capacity and ability to contribute to those communications. Proficiency in using analytical tools and data to improve communications outcomes under pressure

**DESIRABLE SKILLS**

* Professional interest in the application of behavioural science to communications
* Technical design skills or an understanding and experience of developing visual graphics including for analytic dissemination and presentations
* Skills in writing, presenting to stakeholders about digital innovation in communication
* Experience in working with performance metrics and analysis to demonstrate the impact of ProtectUK on increasing knowledge about protective security and in keeping people safe from the threat of Terrorism

**MANAGEMENT SKILLS**

* Provides leadership and support to direct reports, putting in support strategies where required
* Keenly attuned to the welfare and wellbeing of colleagues
* Sets a great personal example, role modelling ethics and values, and demonstrates self-motivation, energy, creativity and a commitment to high-quality communication
* Excellent planning skills, and ability to quickly respond to changing priorities
* Conveys positivity and enthusiasm in meeting the challenges of difficult or complex changes and tasks, encouraging and supporting others to do the same
* Strong organisational skills and the ability to prioritise and deliver on competing demands
* Ability to work flexibly in managing a range of activities and able to work independently and as part of a team
* Able to work with external suppliers and manage budgets, timelines and high quality delivery
* Maintain a supportive network, both to support day-to-day work, but also to help deliver a coordinated and effective response during critical incidents
* Willing to participate in an out-hour-hours rota and be prepared to work flexibly out of normal office hours if circumstances require it