**Counter Terrorism Policing (CTPHQ)**

**ProtectUK Digital Content and Editorial Unit Head (Band C)**

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

**JOB PURPOSE**

The job holder will be responsible for the editorial function and digital content management of ProtectUK. ProtectUK is managed by Counter Terrorism Policing HQ, NaCTSO and the Home Office and contributes directly to the mission to protect the business and the wider public from terrorism. You will work closely with colleagues across the National Counter Terrorism Support Office (NaCTSO) and the national Counter Terrorism Policing (CTP) network, Home Office and other partners as part of your role.

You will lead the build and improvement of ProtectUK using your technical skill and understanding of content management systems alongside your editorial, copy-writing and digital communications skills and experience.

You will ensure that our content is relevant, accurate and timely by understanding and engaging with our audiences and key operational and strategic teams.

[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 includes:

* Support, information and guidance to effectively protect against, and prepare for, the event of a terrorist attack
* Provide the tools and templates to produce a risk assessment and support to implement mitigating measures
* 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, a terror attack. 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 have the information they need, when they need it and presented in an easily digestible and engaging format. You’ll be a positive advocate for communications as a profession, able to explain how it contributes to CTP’s overall mission.

**JOB REQUIREMENTS**

We are looking for a leader, or aspiring leader, who has the experience and confidence to streamline and improve the current content offer on ProtectUK with a fresh vision that is informed by our audiences, working closely with all stakeholders.

We will rely on your editorial and copy-writing skill to work hand in hand with your experience working with Content Management systems to provide interactive and intuitive user experience on the website and app. Your interest and understanding in digital communications will take ProtectUK forward as an authoritative and trusted voice on protective security for business, venues and spaces across the UK helping keep people safe from terrorism. The impact of your work and leadership through ProtectUK and NaCTSO will support the wider Counter Terrorism Protect and Prepare mission.

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 senior officers and colleagues right across the country, as well as with stakeholders across NaCTSO, CTP and law enforcement partners, government, business, and other groups.

You will have knowledge or will be able to quickly grasp and learn about the work of NaCTSO and CTP and understand and differentiate the type of content that should be on the website and the app as well as what is needed to support a positive user experience by different audiences.

You’ll have a good understanding of the different channels at your disposal and will use audience insight to choose the right approach. 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 planning and producing content, 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 may have line management responsibilities, but whether you have direct reports or not, 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.

**ROLES AND RESPONSIBILITIES**

* Commission, produce and copy-edit innovative and impactive content that engages our external audiences
* Collaborate with relevant teams to support delivering high quality content
* Manage different types of content including articles, visuals, e-learning, training tools, videos, webinars and innovative content that isn’t yet on ProtectUK
* Upload and develop different types of content using our digital content management system, working closely with the digital content officer who you will line manage
* Chair the Editorial board and develop our content prioritisation process to effectively future-proof and plan in alignment with legislation, policy and media campaigns
* Consistently review content to update and finesse ProtectUK in an adaptive and flexible way
* Work closely with content owners to support their needs and ideas about what should be shared on ProtectUK
* Draw on evaluation and insight from the ProtectUK platform and wider to constantly review and develop the platform content and user journey
* Collaborate with key partners and stakeholders to produce highest quality, effective and audience led communications products, with due consideration for use of a wide range of formats (i.e. video, images, webinars).
* Quality assure CTP products ensuring they reach our highest standards
* 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
* Work with our Marketing and Insights team to understand the interaction with content and support campaigns
* Support the wider delivery effort of CT Protect and Prepare and crisis response as part of any national CT Major incident

**ESSENTIAL SKILLS (PROFESSIONAL AND TECHNICAL)**

* Proven experience (4+ years) leading large scale communications projects, with track record of translating business challenges into successful strategies, plans and campaigns
* Proven experience working with Content Management Systems and associated components including Drupal and Opigno
* Proven experience working with digital partners in both CMS build and content design.
* Strong understanding of digital communications
* Excellent writing skills, specifically for digital communications
* Ability to use insight and research to plan and refine communications activity to reach and engage target audiences
* Strong understanding of a range of communications disciplines and channels, using knowledge to plan and adapt chosen approach
* Experience of forward planning and managing day-to-day communications and engagement activity, coordinated as part of wider organisational activity
* Strong track record of delivery, including taking responsibility for commissioning and producing high quality content and other deliverables
* Innovative and creative mind-set, bringing new ideas to solve tough challenges
* Evidence of best practice in tracking and measuring the impact of 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 seniors
* 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 skills with the capacity to contribute to under pressure

**DESIRABLE SKILLS**

* Professional interest in the application of behavioural science to communications
* Proficiency in using analytical tools and data to improve communications outcomes

**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