

SOUTH WALES FIRE AND RESCUE SERVICE
JOB DESCRIPTION

Department	Service Performance and Communications
Post	Multimedia Development & Support Officer
Post No	NU115
Grade	8
Location	South Wales Fire & Rescue Services Headquarters
Responsible to	Lead Digital Communications Officer
Responsible for	N/A
Responsibility for Physical Resources	N/A
Responsibility for Financial Resources	N/A

This job description refers to the main purpose and responsibilities of the post. It does not necessarily list in detail all of the tasks required to carry out these responsibilities. This job description will be reviewed as and when necessary to ensure that it meets the Service's business requirements.

MAIN PURPOSE OF THE POST

Responsible for developing, producing, and formatting a wide range of engaging, digital content, purpose-made for the South Wales Fire and Rescue Service website, social media channels and internal communication channels. Content will help to protect the public of South Wales and enhance the reputation of the Service among our stakeholders, by publicising safety advice, promoting our engagement with our communities and promoting the success of the Service both internally and externally in a corporate and professional way.

The post-holder will occasionally support the graphic, web and print requirements of the Service by providing some graphic design capacity at busy times, e.g., creating static images and graphics for a variety of uses. The post-holder also be required to upload and schedule content to our digital channels and provide social media cover on inbox monitoring and responses for our communities. The post holder will be expected to work dynamically and working some evening/weekend hours will be required in order to effectively deliver the duties and responsibilities outlined within this job description.

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Author: W Thomas (Head of Service Performance & Communications)

DUTIES AND RESPONSIBILITIES

1. To develop and produce multimedia materials through the planning and creation of video footage, digital graphics, and photographs, using a variety of drawing and photo/video editing software packages such as Adobe Cloud Services (premier Pro, After-Effects. Photoshop), alongside recognised social media tools.
2. To capture video footage or still photographs for use on promotional materials and safety messaging. These activities may be conducted both on site and on location throughout the organisation's administrative area.
3. To work with a wide range of colleagues on capturing voiceover, facilitating livestreaming, and other multimedia tactics to create engaging content for advertising, safety, recruitment or other external or internal campaigns.
4. To use recognised and professional design software to create Service posters, leaflets, exhibition banners, flyers, booklets, and other publicity material both 'in house' and for external print, while implementing the corporate branding guidelines to ensure a professional and consistent public face, to support our graphic designers.
5. To support the Lead Digital Communications Officer with the development of campaign and events materials for use across the Service's website and digital platforms.
6. To assist in uploading and scheduling content onto the Service's social media sites and provide cover for social media inbox monitoring and responses.
7. To support the Lead Digital Communications Officer with monitoring, maintaining, updating, and continually improving of the Service website, including arranging Welsh translation of content accordingly. Monitor regularly to ensure professional and consistent public face.
8. To assist in internal communications activities, which may include designing intranet or app graphics, creating, resizing, or uploading content. The role also includes occasional design support for the Service newsletter and magazine and some sourcing of relevant case studies, images, and photographs to complement articles.
9. Researching new technology and best practice in multimedia content to provide recommendations on new equipment and techniques and adopt them within the team.
10. To apply corporate and ad hoc branding and design for Service and partnership projects, initiatives, and associated documents, including the All-Wales branding.

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11. To ensure that the Service content complies with Welsh Language Standards, by organising compliant content through Welsh translation, or lateral thinking.
12. To work with the team's graphic designers and Digital Communications Officer to produce digital content for campaigns, as well as proactive digital-only activity.
13. To liaise with the Media Relations and Communications Manager and appropriate customers within the organisation to ensure that our multimedia packages are still fit for purpose in line with any developments available to the multimedia technologies it employs.
14. Developing and maintaining a video and photographic library for SWFRS.
15. To design presentations using a variety of presentation software and visual aids including PowerPoint and online.
16. To support the wider needs of Service Performance and Communications in relation to multimedia requirements.
17. To develop and provide (where necessary) multimedia training packages in line with the needs of the Service.
18. Any other duties commensurate with the post and grade.

STANDARD SERVICE REQUIREMENTS

1. To attend in-house and external training courses as required.
2. To undertake in addition to the above duties and responsibilities such additional duties as may result from time to time from changing circumstances, but which will not change the general character or level of responsibility accorded to the post.
3. To utilise information technology as fully as possible within the constraints of the job, which shall include co-operating fully with any scheme or pilot scheme using the same, that shall be introduced within the department or across the Service.
4. To implement the principles of the Service's Equal Opportunities and Diversity Policies and Welsh Language Schemes whilst carrying out the above duties.
5. To ensure awareness and compliance with any directorate, department or team plans that may be implemented from time to time and ensure awareness and compliance with any systems or procedures implemented within the department.

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6. To adhere to Health & Safety Legislation/Relevant Service Policies and Procedures and to take reasonable care for the health and safety of yourself and other persons who may be adversely affected by your acts/omissions.

ORGANISATIONAL VALUES

In performing the above role, all employees of the Service are required to observe and promote the Service's Core Values to be, at all times:

- Professional
- Caring
- Respectful
- Dedicated
- Trustworthy
- Dynamic
- Disciplined
- Resilient

