**Channels and Creative Lead, Office of the Public Guardian**

**Overview**

Are you a motivating and inspiring leader with a passion for producing engaging and creative content?

We are looking for a talented digital communications professional to lead our channels and creative team in designing and delivering outstanding content.

As our Channels and Creative Lead, you’ll play a key role in developing our use of social and digital channels, making best use of content to drive engagement with staff, our partners, and the public.

You’ll also oversee the planning and production of our in-person and online events, with a focus on delivering quality engagement that reflects the diversity and expectations of our audiences.

We’re looking for a strategic thinker who can deliver on some challenging targets and effectively manage multiple projects, ensuring they are delivered on deadline and in budget.

The role is varied and challenging so you’ll have a flexible approach, a can-do attitude, and strong relationship management skills.

This is an exciting opportunity to join an ambitious, happy, and award-winning team. In return, you will get the opportunity to learn and develop on the job and enjoy a flexible working environment.

**About the role**

The role forms part of a professional communications team supporting OPG to achieve its business objectives during an exciting time for the agency.   
  
We are looking for someone to lead our Creative and Channels team who has experience of developing social media strategies and producing impactful creative content for a range of online and offline uses.

You will also:

* Lead a team of two – our digital engagement manager and events and engagement manager – and provide support across the OPG communications team
* Create and own OPG social media activity, ensuring we are using the right channels and formats to speak to our intended audiences
* Use knowledge of cutting-edge digital communications tactics to provide recommendations to colleagues on planned activity, challenging where appropriate to ensure the right product or approach is delivered
* Manage agency relationships to commission content, ensuring the final product meets the brief, is on brand and in budget
* Oversee delivery of our events calendar including our annual staff awards
* Ensure digital communications are supported by rigorous monitoring and evaluation with lessons shared and used to inform future plans
* Ensure OPG’s corporate identity and branding are maintained and enhanced internally and externally while delivering innovative communications products on a range of channels
* Manage the team, allocating work, appraising performance, supporting wellbeing and promoting learning and development
* Ensure work is delivered on time and that budget is used well to maximise impact

**About you**

* You have leadership experience, and the ability to inspire people to create engaging and inspirational content that drives behaviour change
* You have good planning, organisational and people skills, including delivering communication products to tight deadlines
* You have proven digital campaigning experience – including management of corporate social media channels and working with partners
* You have experience of managing agency relationships and commissioning content
* You have experience of evaluating the impact of digital communications
* You have excellent knowledge and practical experience of Adobe Creative Suite
* You have excellent written and verbal communications skills
* You have knowledge of event planning or management
* You can respond positively and quickly to unexpected developments and manage conflicting priorities
* You have personal impact, and the ability to get to grips with complex issues
* You have knowledge of the communications landscape, and the role of digital communication in behaviour change campaigns

**About our organisation**The Ministry of Justice is one of the largest government organisations with more than 65,000 staff in offices, courts and prisons across the country.

The department is delivering ambitious plans to make sure prisons are safe, secure and provide genuine rehabilitation, to provide a modern courts and justice system and to support our world-leading legal sector.

Within the MoJ, this role is delivering campaigns and external communication activity for the Office of the Public Guardian, an executive agency of MoJ.   
  
OPG’s role is to support people who may lack the mental capacity to make certain decisions for themselves, such as about their health and wellbeing or financial affairs. It enables people to plan ahead so that someone they trust can support them, or make certain decisions for them, if they lose capacity in the future. OPG also supervises people appointed by the court to help manage someone’s affairs where they’ve lost mental capacity. This could be due to age-related conditions such as dementia, mental illness, ill health or an accident.    
  
Across MoJ we are guided by our shared values – purpose, humanity, openness and togetherness. We believe in our purpose, providing justice for our society; we care about each other and those we work with, we show them humanity; we are open to learning and innovating, both in ourselves and the things we do; and we want to work together, collaborating with colleagues throughout MoJ and far beyond.  
  
We provide a truly flexible culture including working from home, job-sharing and part-time work to support our people in being the best they can be.  
  
In this role you will become part of the [Government Communication Service](https://gcs.civilservice.gov.uk/) , the professional body for government communicators.

OPG has offices in both central Birmingham and Nottingham making this a fantastic opportunity for a regional-based communications professional. You can choose to make either site your base, although regular travel between the two will be required.

Please note – we will routinely recruit individuals at the bottom of our salary scale for all our communications roles.

**Assessment**

**You will be asked to submit a CV and statement of suitability. Interviews are expected to take place remotely.**

We will use Success Profiles as part of this recruitment exercise. Details of the Success Profiles competencies can be found online: [Success Profiles: Civil Service Behaviours](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/717275/CS_Behaviours_2018.pdf)

**If you’re invited to attend an interview, we will ask you about your competencies in the following areas:**

**Communicating and Influencing**  
Including: Encouraging the use of different communication methods, including digital resources and highlight the benefits, including ensuring cost effectiveness. Ensuring communication has a clear purpose, taking into account people’s individual needs.

**Leadership**  
Including: Ensuring colleagues and stakeholders have a clear understanding of objectives, activities and time-frames. Taking into account different individual needs, views, and ideas, championing inclusion and equality of opportunity for all. Considering the impacts of own and team’s activities on stakeholders and end users. Role-model commitment and satisfaction with role.

**Required Government Communication Service specialist competencies and  
behaviours**

**INSIGHT – DIGITAL:** Use analytical tools and techniques to identify key online influencers and links between partner goups to better target digital communication.

**IDEAS – DIGITAL:** Develop innovative digital communication strategies. Draw on knowledge of emerging trends in digital services and social media and apply this knowledge when developing content and channels.

**IMPLEMENTATION – DIGITAL:** Manage online events including podcast, live chats, broadcasts, blogs and tweets.

**IMPACT – DIGITAL:** Assess the effectiveness of digital communication. Use the results of user feedback, tests/pilots and effectiveness indicators to improve digital communication and the user experience.

Details of the Government Communication Service competencies can be found online: <https://gcs.civilservice.gov.uk/professional-development/competency-framework/>