

Digital engagement manager, Office of the Public Guardian

Birmingham/ Nottingham

HEO, Permanent

Overview

This is a great opportunity to join a supportive, creative, and happy communications team.

As our digital engagement manager, you will play a vital role in planning and producing powerful and compelling digital content for a range of internal and external audiences.

We're looking for someone to help shape our digital communications strategy, who can manage our social media channels and advise how we use these to maximise reach - ensuring our messages are getting to the right people, in the right way.

As part of your role, you'll bring our stories to life and design digital content to aid public understanding of the purpose and benefits of Lasting Powers of Attorney, supporting the customer journey as people make an application.

This role is varied and challenging, so a can-do attitude, flexible approach, and excellent relationship management skills are a must.

You'll need to have a creative eye, be across the latest social media trends, at ease managing multiple projects, and willing to explore new approaches.

In return you will get the opportunity to learn and develop on the job, enjoy a flexible working environment, and become part of an ambitious, proactive, and award-winning team.

About the role

The role forms part of a professional communications team supporting the Office of the Public Guardian (OPG) to achieve its business objectives during an exciting time of change for the agency.

You'll work as a part of the creative and channels team, acting as channels manager for our corporate social media accounts, and as a subject matter expert for all digital communications.

You will also:

- Create digital assets including graphics and basic animations
- Monitor and manage our external social media channels, and wider social commentary, for messages and comments about OPG
- Use social media insight tools to track performance and regularly report on impact, making recommendations to improve future approach
- 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

- Ensure work is delivered on time and that budget is used well to maximise impact
- Support our events calendar including OPG's annual staff awards
- Use research, insight, and analytics, to ensure we fully understand our social media audiences

About you

- You have excellent knowledge and practical experience of industry standard design applications – Adobe Creative Suite with an emphasis on Illustrator, Photoshop, and Premier Pro
- You understand the part social media plays in the broader communications and brand world and have a strong interest in digital trends and innovations
- You have experience of creating, storyboarding, and commissioning digital content. Being a creative problem-solver who can take complex communications challenges and produce innovative solutions
- You are a confident user of all major social media platforms, willing to innovate and learn about new and emerging thinking in digital communications. Previous experience in managing corporate digital channels is desirable
- You know how to track and evaluate the impact of digital communications, reporting regularly on progress and incorporating learning into future planning
- You have excellent written and verbal communication skills, presenting your concepts and recommendations professionally and persuasively – incorporating client feedback and amending designs accordingly
- You can adapt your style to suit your audience, demonstrating credibility and confidence in dealing with people at all levels
- You are organised with the capability to manage emerging and conflicting demands in a changing environment
- You work well under pressure and thrive as part of a team

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 supporting the delivery of communications 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](#), 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](#)

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.

Working Together – Including: Establishing professional relationships with a range of stakeholders. Collaborating to share information, resources, and support. Investing time to develop a common focus and genuine positive team spirit where colleagues feel valued and respect one another.

Required Government Communication Service specialist competencies and behaviours

INSIGHT – DIGITAL: Provide advice on appropriate digital channels to reach target audiences. Research where target audiences are active, including online partnership networks.

IDEAS – DIGITAL: Demonstrate a practical understanding of emerging digital services, tools and trends, including techniques for optimising digital content.

IMPLEMENTATION – DIGITAL: Demonstrate a good understanding of accessibility and usability issues. Create content that meets accessibility requirements.

IMPACT – DIGITAL: Advise on, monitor, summarise and provide analysis of effectiveness indicators for digital communication.

Details of the Government Communication Service competencies can be found online:

<https://gcs.civilservice.gov.uk/professional-development/competency-framework/>