



ROLE PROFILE

Role Title:	Content Manager
Department/Unit:	Human Resources – Data and Digital
Rank/Grade:	(B) PO5 (C) MB2 (H) A6
Reporting to:	Head of HR Data and Digital
Main purpose of the role:	<p>To develop, implement and manage a full and robust content management approach.</p> <p>To actively support the development of our HR Data and Digital service and its implementation in line with other HR services.</p> <p>To contribute to achieving the vision, purpose and values of Bedfordshire Police, Cambridgeshire and Hertfordshire Constabularies.</p>

Key Responsibilities	
<ul style="list-style-type: none"> To have overall management responsibility of the Content team to deliver a structured and consistent approach to content management across HR Systems, creating and protecting the BCH HR brand. To ensure the Content team aligns to the HR strategy in terms of output and is customer centred. To ensure digital content is up to date, tracked and managed across the HR Systems. To be an expert in their field to resolve tactical and complicated problems connected with their span of control. To be a point of expertise for organisational queries. To manage and develop their team to be confident, lean and customer focussed in their approach to developing and writing content. To develop team capability in identifying opportunity for improving processes and ways of working, optimising use of digital technology that results in a better end user experience. To monitor performance and to demonstrate key measures of performance that tie into our contribution to policing. To assure content and to implement the governance structure to review and improve. To represent HR where appropriate with gravitas and authority, always focussed on supporting our officers, staff and volunteers to be effective in their roles. To work proactively with other Departmental managers on any HR local or collaborated project or portfolio. To actively identify promotional and developmental opportunities for HR staff. To identify trends of usage and to develop materials so be as customer friendly and accessible as possible. To assure customer pathways to knowledge. Work with HR Systems Manager in analysing the business information needs of HR and external services and developing qualitative and relevant customer focused content. To build and develop effective customer relationships, including with local UNISON or Feds. 	

Financial e.g. Limits/Mandates	Non-Financial e.g. Staff Responsibility
<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Line management responsibility for staff and/or officers

Psychological Assessment	To be confirmed
Return on Investment	Not applicable

Entry Requirements	
<ul style="list-style-type: none"> Level 7 qualification or equivalent experience in a similar role. Relevant HR experience. Ability to work in a complex and collaborative environment with competing demands and the ability to managing conflicting priorities within fixed timescales. Self motivated with a flexible approach and excellent time management skills. Able to communicate with purpose to effectively influence at all level of the organisation. Evidence of creative and innovative problem solving evidencing a commitment to a continuous improvement. 	



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- Experience of leading and developing a team.
- Experience of budget management.
- Project Management experience.
- Excellent written communication skills.
- Proven experience of content management and of working in a regulatory framework.
- Proven experience of working with digital systems and in implementing content management strategy and assurance.
- Experience of brand management is preferred.

Any other General Requirements/Scope

- The post holder will be required to travel to different locations across Bedfordshire, Cambridgeshire and Hertfordshire for meetings/training events.
- The post holder will be required to work from different locations across Bedfordshire, Cambridgeshire and Hertfordshire.
- If using a private vehicle then business insurance needs to be organised by the individual.
- The post holder may be required to work additional hours.
- Vetting is required, as advised by the Vetting Unit.
- The post holder will be expected to undertake training as and when required.
- The post holder will be expected to comply with health and safety requirements.

Obligatory Requirements

- Before commencement of this appointment, this role may be subject to a medical assessment. For some roles health screening or surveillance may be required on a regular basis, as identified by line manager risk assessments.
- There is a requirement for the role holder to meet the probationary objectives set.



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Personal Qualities (Behavioural Competencies)

We are emotionally aware

I consider the perspectives of people from a wide range of backgrounds before taking action. I adapt my style and approach according to the needs of the people I am working with, using my own behaviour to achieve the best outcome. I promote a culture that values diversity and encourages challenge. I encourage reflective practice among others and take the time to support others to understand reactions and behaviours. I take responsibility for helping to ensure the emotional wellbeing of those in my teams. I take the responsibility to deal with any inappropriate behaviours.

We take ownership

I proactively create a culture of ownership within my areas of work and support others to display personal responsibility. I take responsibility for making improvements to policies, processes and procedures, actively encouraging others to contribute their ideas. I am accountable for the decisions my team make and the activities within our teams. I take personal responsibility for seeing events through to a satisfactory conclusion and for correcting any problems both promptly and openly. I actively encourage and support learning within my teams and colleagues.

We are collaborative

I manage relationships and partnerships for the long term, sharing information and building trust to find the best solutions. I help create joined-up solutions across organisational and geographical boundaries, partner organisations and those the police serve. I understand the local partnership context, helping me to use a range of tailored steps to build support. I work with our partners to decide who is best placed to take the lead on initiatives. I try to anticipate our partners' needs and take action to address these. I do not make assumptions. I check that our partners are getting what they need from the police service. I build commitment from others (including the public) to work together to deliver agreed outcomes.

We deliver, support and inspire

I give clear directions and have explicit expectations, helping others to understand how their work operates in the wider context. I identify barriers that inhibit performance in my teams and take steps to resolve these thereby enabling others to perform. I lead the public and/or my colleagues, where appropriate, during incidents or through the provision of advice and support. I ensure the efficient use of resources to create the most value and to deliver the right impact within my areas. I keep track of changes in the external environment, anticipating both the short- and long-term implications for the police service. I motivate and inspire others to achieve their best.

We analyse critically

I ensure that the best available evidence from a wide range of sources is taken into account when making decisions. I think about different perspectives and motivations when reviewing information and how this may influence key points. I ask incisive questions to test out facts and assumptions, questioning and challenging the information provided when necessary. I understand when to balance decisive action with due consideration. I recognise patterns, themes and connections between several and diverse sources of information and best available evidence. I identify when I need to take action on the basis of limited information and think about how to mitigate the risks in so doing. I challenge others to ensure that decisions are made in alignment with our mission, values and the Code of Ethics.

We are innovative and open-minded

I explore a number of different sources of information and use a variety of tools when faced with a problem and look for good practice that is not always from policing. I am able to spot opportunities or threats which may influence how I go about my job in the future by using knowledge of trends, new thinking about policing and changing demographics in the population. I am flexible in my approach, changing my plans to make sure that I have the best impact. I encourage others to be creative and take appropriate risks. I share my explorations and understanding of the wider internal and external environment.