



**JOB DESCRIPTION (JD)  
AND EMPLOYEE  
SPECIFICATION (ES)**  
Standard Template

<b>JOB TITLE:</b>	Apprentice - Digital Support Technician		
<b>GRADE:</b>	NMW	<b>SERVICE AREA</b>	Customer Experience Centre
<b>JOB CODE:</b>			
<b>REPORTS TO:</b>	Customer Innovation and Digital Officer	<b>LOCATION:</b>	TBC
<b>SPECIAL CONDITIONS:</b>	<p>For this role the successful candidates must undergo a Baseline Personnel Security Standard (BPSS) check.</p> <p>This post is covered by the Government's Code of Practice on the English Language Fluency Duty for public sector workers.</p>		

**1. Main purpose of the job role:**

- The broad purpose of a Digital Support Technician is to maximise the effective use of digital office technologies, productivity software, digital communications (including website content and newsletters), including collaborative technologies, and digital information systems to achieve strategic objectives.
- Ensure the Council's website content is relevant, accurate and up to date at all times, identifying issues and taking the necessary steps to resolve them.
- Supporting external customers and clients of the Council through a wide variety of digital channels, to help them access and receive services, to coach and support them in their use of the Council's digital systems.
- Encouraging and supporting customers to complete and submit information remotely through digital channels, and as required diagnosing and resolving their problems in relation to their access to, and use of the Client Relationship Management (CRM) platform or other web based contact.

**2. Role specific duties and accountabilities:**

1. To provide a professional service to customers (internal/external) which is in line with our customer experience principles - helpful, empowering, accessible, responsive and transparent.
2. To act as the digital SME for the department, advocating new ways of working
3. Apply relevant digital technologies effectively to achieve objectives

4. To ensure complex or high priority queries are correctly actioned and/or routed to the correct

service area or team

5. To liaise with other members of staff from departments across the Council as required, to ensure website content is engaging, accurate and up to date at all times

6. Professionally communicating through digital channels, in accurate spoken/written English

7. When required, produce digital assets for internal/external customers

8. To actively promote positive change across the council, for example through moving to digital channels

9. Comprehensive monitoring and reporting of the digital channel shift

10. Contribute to the review of service processes, practice and documentation to improve service delivery and performance

11. Maintain information systems such as Customer Relationship Management tools to aid the management of service delivery, improving user experience and increasing organisational productivity

12. To evaluate data to enable the enhancement of website and written materials

### **3. Corporate duties and accountabilities:**

- The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.
- Through personal commitment and clear action, the postholder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.
- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in

achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.

- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

JOB TITLE Apprentice Digital Support Technician	GRADE NMW	
Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form=A interview=I both=A/I test = T	<b>WEIGHT CODE</b> shows relative importance Low=1 Medium=2 High=3
: refer to corporate behaviours document		
<b>Professionalism</b> - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	I	3
<b>Leadership</b> - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	Not Applicable	
<b>Accountability</b> - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	I	3
<b>Transparency</b> - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	I	3
<b>Ethical</b> - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	I	3
<b>Abilities/Skills:</b> (refer to JE guidance document)		
Excellent verbal and communication skill	A/I	3
Good organisational skills	A/I	3
Good ICT skills	A/I	2
Ability to quickly take on board new information	A/I	3
Effective communication to liaise with senior colleagues to address more complex requests	A/I	3
Ability to work in a fast-paced environment with a strong user focus and demonstrate the ability to be the user advocate.	A/I	3
The ability to communicate verbally with customers and provide advice and/or information in accurate spoken English is essential for the post	I	3
Critical thinking, interpretative, analytical and problem-solving skills	A/I	3
<b>Knowledge/Experience:</b> specify type, level and qualitative (not quantitative required); if any.		
Up to date knowledge of best practise and trends in web content development/publishing.	A/I	3
Experience in customer-facing position	A/I	2
Working knowledge of CRM systems	A/I	1

Experience in advising stakeholders on process updates to drive digital improvements of web content		A/I	1
<b>Qualification:</b> Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.			
GCSE grades 4-9 Math's and English or equivalent.		A	
Willing to undertake appropriate training as necessary, (including attendance at University and/or College) in the pursuit of achieving a recognised Apprenticeship		A/I	3
<b>Other Essential Requirements</b>			
An awareness of, and commitment to, equality of opportunity		I	1
Awareness of, and commitment to, confidentiality and handling data		I	1
<b>Prepared by:</b>	Kirstin Smith	<b>Date:</b>	18 <sup>th</sup> June 2021