

Metropolitan Police Service (MPS)



Police Staff Information Pack Digital Customer Insight Manager

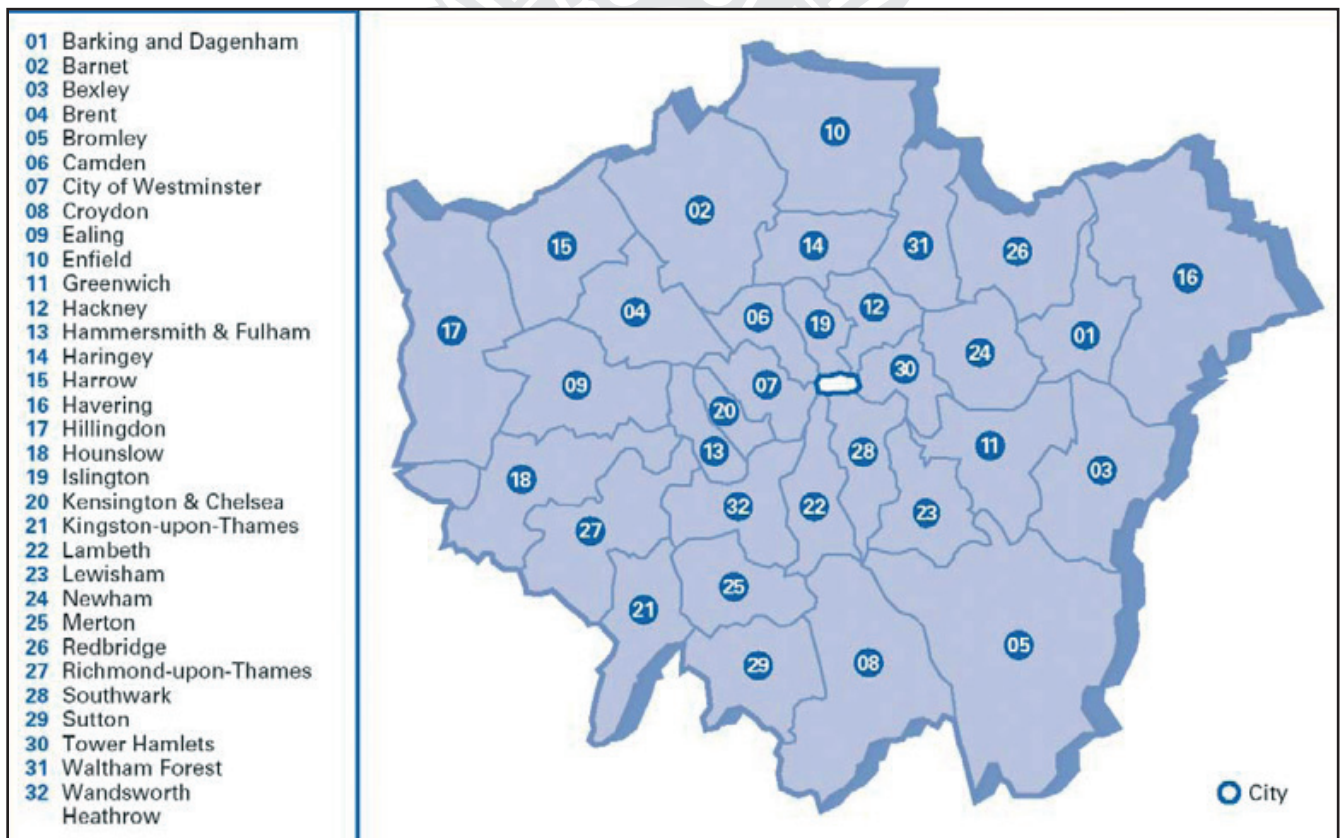
ABOUT THE METROPOLITAN POLICE SERVICE

Origins

Founded by Sir Robert Peel in 1829, the Metropolitan Police Service (MPS) is one of the oldest police services in the world. The original Metropolitan Police District (MPD) covered a seven mile radius from Charing Cross containing a population of less than two million. This was policed by 1,000 officers.

Today, the MPS is made up of more than 50,000 officers and staff, which includes over 5,000 volunteer police officers from the Metropolitan Special Constabulary (MSC) and its Employer Supported Policing (ESP) programme.

The current MPD includes the whole of the Greater London Area, covering 620 square miles and over 8.3 million people. Since April 2000, the boundaries of the MPD have mirrored the 32 London boroughs as shown below.

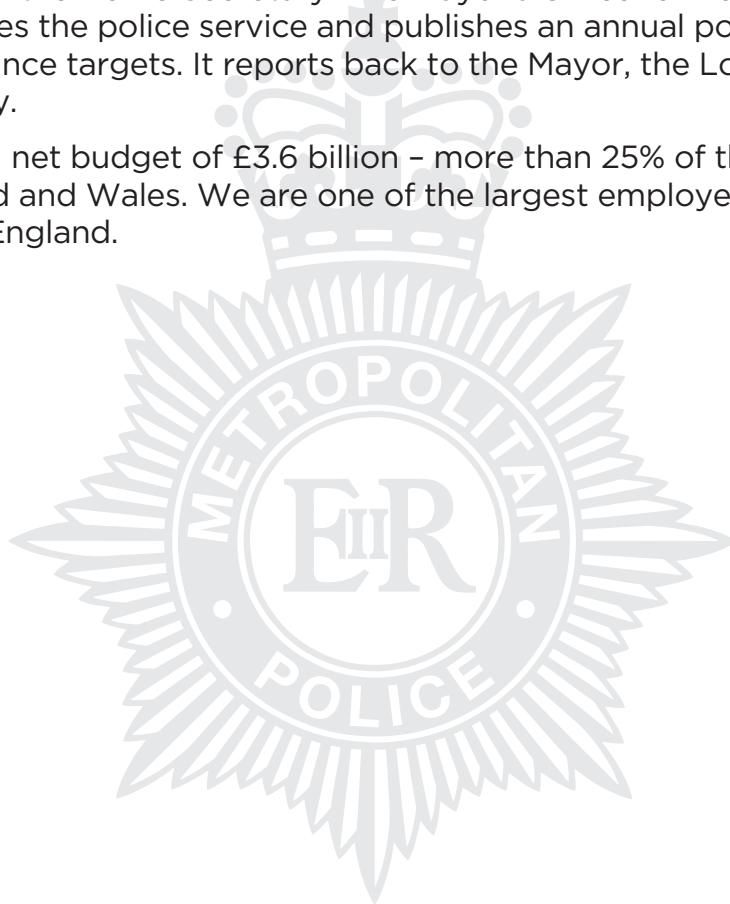


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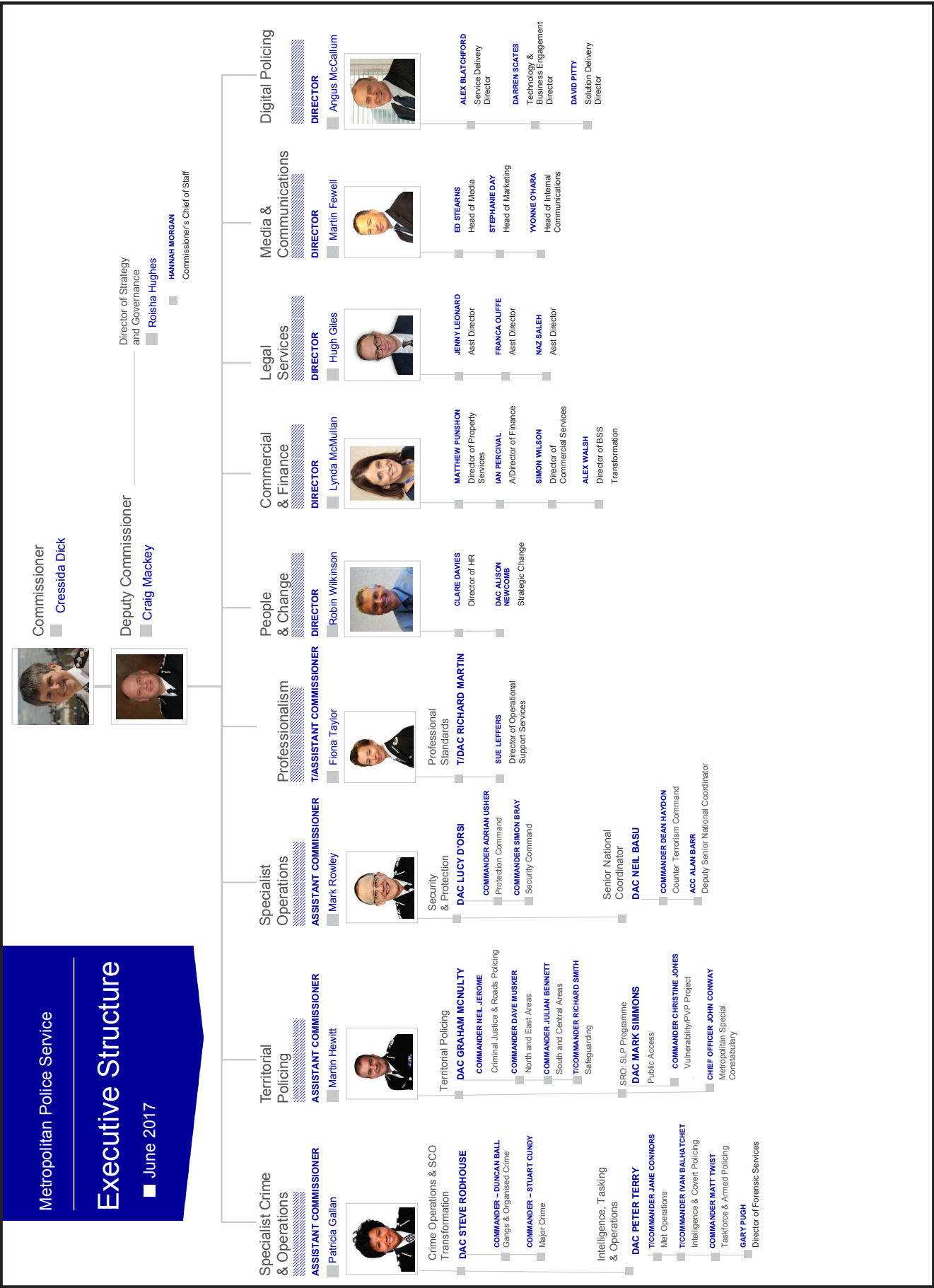
Organisation

From the beginning, the purpose of the MPS has been to serve and protect the people of London by providing a professional police service; this remains our purpose. The Commissioner of Police for the Metropolis is appointed by the Queen, in consultation with the Home Secretary. The Mayor's Office for Policing and Crime (MOPAC) supervises the police service and publishes an annual policing plan, including performance targets. It reports back to the Mayor, the London Assembly and the community.

We have an annual net budget of £3.6 billion – more than 25% of the total police budget for England and Wales. We are one of the largest employers in London and the South East of England.



The following chart shows how the MPS is structured.



ABOUT THE METROPOLITAN POLICE SERVICE

The Commissioner has outlined his vision of Total Policing with a total war on crime, total care for victims and total professionalism from our staff at its core. We are committed to delivering excellent policing from tackling anti-social behaviour and other crime in neighbourhoods, through to dealing with terrorists and the most serious criminals often 'behind the scenes'. We rely on the work of warranted officers, police community support officers (PCSOs), special constables and police staff to tackle the range of policing challenges facing London.

MPS Values, Mission and Priorities

Our success depends on us all working towards the same goals. Our strategy, led by the Police Commissioner, Sir Bernard Hogan-Howe, is called Total Policing. It consists of a set of priorities, set out below, supported by key values. Total Policing ensures that we are on the front foot in tackling criminality in all its forms. Where new techniques or new technology can help in that war, we will maximise use of it. Total Policing also means Total Care for victims – preventing people from becoming victims in the first place where possible but, where we have victims, ensuring that the MPS gives the best possible support. And we will do that with Total Professionalism, so that the MPS continues to foster the support and trust of law-abiding Londoners, while ensuring that it is an organisation that all criminals fear. All of this will be underpinned by our values of Courage, Compassion, Integrity and Professionalism.

Total War on Crime

We are crime fighters. This is a vital part of policing. Tackling crime, arresting criminals and bringing them before a court is the core of what we do, doing whatever we can to arrest criminals and stop crime as long as it is legal and ethical.

Total Professionalism

It is important that when a victim reports a crime that we tell them how that crime is being progressed and that they have confidence in those dealing with their case. We also need to ensure we are sensitive to the victim's needs, understanding what is unique about them and how we tailor our service to meet their needs. We must always remember that we have a duty of care to our victims.

ABOUT THE METROPOLITAN POLICE SERVICE

Our commitment to transform – ‘Met Change’

We’re determined to offer the best police service possible for Londoners. But we must change with it:

- We want all communities in London to have high levels of confidence and satisfaction
- We need to keep cutting crime as a more connected world creates new security risks and criminal threats
- We must invest in our people and modernise our technology so we can offer the public a better service. Our officers and staff deserve great tools to fight crime and support victims
- We need to be better at recognising great performance and challenging poor behaviour
- We want to be a Met that looks and feels like London by having officers and staff who can relate to the diverse communities of London.

As a result our goals are ambitious; to cut Neighbourhood crime by 20%, cutting costs by 20% and increase public confidence by 20% by 2016. To achieve this we will need a step change in the way we operate and how we are structured.

To achieve a step change in performance, cost and satisfaction the Met is undertaking a portfolio of change. Met Change is establishing the One Met Model. Four further programmes – the Commercial Strategy, Total Technology, Corporate Real Estate, and Total Professionalism – will build on the One Met Model, embedding the principles first established through Met Change.

Total Technology is a transformational programme of work that will provide modern IT for our workforce. Changes will enable us to use more technology out of the office, reduce re-keying of information and improve the IT systems and hardware all at a lower cost.

Corporate Real Estate (CRE) is reducing our estate by a third and cutting operating costs. By rationalising our estate we will be able to deliver savings but also, as importantly, free up capital to invest in new buildings and technology that are fit for purpose for the future of the Met.

Commercial Strategy manages both the renewal and market testing of some services. The programme will ensure the Met has effectively identified service requirements and is well positioned with the market to be an effective and intelligent client.

Total Professionalism focuses on our people, values and behaviours. These are central for ensuring all the changes are successful. We are adapting our systems of reward and recognition to ensure we support the right behaviours to make change successful.

JOB DESCRIPTION – DIGITAL CUSTOMER INSIGHT MANAGER

Job Title: Digital Customer Insight Manager (12 Month Fixed Term Contract)

Salary: £32,341 to £40,786 plus £3,216 location allowance. You will receive £32,341 the band minimum. Progress to the band maximum of £40,786 will be via incremental progression

Location: Central London

Responsible to: Digital Operations Manager/Content Lead

Job Purpose

- To develop a usability, accessibility and digital research ‘centre of excellence’ to support colleagues and functions across the MPS in delivering usable, accessible and relevant digital products
- To identify and understand what our users and customers need from our Digital channels, through robust research and analysis, and turn those into recommendations for digital development.

Digital channels include website, intranet, social channels both internal and external, video, and audio products, electronic newsletters.

Knowledge, Skills and Experience

Knowledge

- Good understanding of qualitative analysis techniques and their value in understanding website usage
- Strong understanding of website analytics tools in particular Google Analytics,
- Knowledge of web technologies, including HTML/CSS, content management systems, search and principles of web design
- Understanding of the context within which MPS operates – including an appreciation of budgeting and financial constraints and processes
- Strong understanding of customer experience and behaviour on digital platforms
- Knowledge of emerging technologies and industry best practice, and ability to proactively keep abreast of these.

Skills

- Excellent relationship management and team working skills
- Strong research, analysis and reporting skills, including experience of designing, interpreting and drawing out key conclusions from research and usability studies
- Strong project management skills, demonstrated by experience of managing complex projects.

JOB DESCRIPTION – DIGITAL CUSTOMER INSIGHT MANAGER

- Creativity, flexibility and openness to challenge
- Able to identify, test and implement process improvements to enable the best customer experience
- Able to provide detailed recommendations for senior management decisions based on data driven learning and bespoke insights
- Create clear and fact based stories to describe digital marketing performance: what works, what doesn't, and what needs to change.

Experience

- Demonstrable experience of working with standard HCI methodologies
- Experience of contracting and contract management, and budget management
- Experience of managing suppliers to deliver services such as usability testing and customer research
- Experience of publishing reports and presenting these to senior management and expert users
- Experience of making recommendations to digital product managers and owners on future development needs
- Experience of UX work including running user workshops, focus groups, user testing, wireframing, prototyping, A/B testing, questionnaires
- Experience of contributing to the Digital Strategy by providing insight
- Experience of SEO to understand user journeys and how these can be improved through digital improvements.

Communications and Working Relationships

- Manage relationships with internal and external stakeholders for designated projects, and contribute to wider stakeholder engagement related to the MPS delivering the Digital Strategies
- Regular face to face meetings with product owners and product managers to identify digital development needs, prioritise these needs, and develop project plans and roadmaps to implement improvements to digital channels
- Proactively share knowledge, insight and best practice with other team members.

JOB DESCRIPTION – DIGITAL CUSTOMER INSIGHT MANAGER

Key Result Areas

- To make sure that all MPS digital assets meet accessibility and usability standards and, through the best utilisation of research, metrics and KPIs, that the services developed meet MPS objectives and customer need
- Manage a programme of work that ensures all MPS digital assets, including website, intranet and social media channels meet and exceed industry standards
- Project management and commissioning of specific usability and research projects, to ensure these deliver the required outputs to agreed timescales
- Scope and agree project and ongoing deliverables to meet Digital Strategy objectives
- Managing, commissioning, designing and delivering in house research and usability studies to identify digital development work that supports the needs of our users and the Met.

Scope for Impact

The job holder will have authority to make decisions about the selection of suppliers to support the delivery of products for the digital services team. They will also, in partnership with product owners and others, make important decisions about the digital services made available to the public. These decisions will directly influence the usability and usage of digital services for the public, and in effect reducing demand from other services e.g 101 and direct contact with officers.

Dimensions

The role may not have any direct line management responsibility but procurement and management of external digital agencies and other suppliers will be a key part of the role. The post holder must be able to proactively manage the delivery of products from suppliers and have the authority to engage effectively at account manager level in supplier organisations.

SPECIALIST/TECHNICAL PERFORMANCE FRAMEWORK

Operational Effectiveness

Delivers quality outcomes to meet objectives

Uses specialist knowledge and skills to support the delivery of relevant objectives. Ensures a high quality service, balancing the needs of customers and stakeholders. Manages a range of tasks, delivering to time and quality. Adapts and responds to shifting priorities. Deals with challenges and generates solutions.

Manages work through informed and reliable judgement

Uses specialist knowledge and skills to inform decision-making, and minimise risk where practicable. Provides guidance and support, seeking it where appropriate. Promotes continuous improvement proactively by identifying, sharing and applying lessons learnt.

Organisational Influence

Acts with Professionalism

Behaves appropriately, taking personal responsibility for own actions and setting a good example for other colleagues. Actively demonstrates the promotion of equality and valuing of diversity and helps others to do so. Develops from own experience and supports the development of others where relevant. Takes account of how own behaviour affects others. Maintains a current understanding of specialist area.

Shows initiative, personal resilience and motivation to deliver a quality service. Upholds legislation, regulations and policy, acting with integrity and challenging those who do not.

Develops effective communications and working relationships

Builds effective relationships with customers, colleagues and stakeholders. Communicates effectively and inclusively with customers, senior managers and team members. Ensures clear, two-way communication through listening and responding appropriately, learning and sharing information. Upholds organisational reputation.

Resource Management

Manages own time and relevant resources efficiently and effectively

Prioritises work and use of resources to meet relevant objectives. Ensures time and resources are used in a way that best meets customer and the organisation's needs. Uses the organisation's resources efficiently, ethically and appropriately. Shows support for efficient working.

YOUR REWARDS

By joining the Metropolitan Police Service, you will be helping to protect the lives of over eight million people. There's nothing more rewarding than knowing that your efforts are having an impact on such a large and diverse community.

In return, you will receive a starting salary of £32,341 gross per annum and a London Location Allowance of £3,216. Annual incremental spine points will achieve progression from minimum to maximum of the pay scale.

As a member of our team, you will also have access to Met Benefits - an external website, offering MPS employees (staff and officers) guaranteed savings at major high street stores and retail outlets nationwide. These benefits are obtained and co-ordinated by Human Resources. You can save money on everything from food, clothes, furniture, electrical and DIY products to hotels, restaurants, cinemas and theatre tickets.

All staff are eligible to join the Metropolitan Police Athletic Association (MPAA) and the Metropolitan Police Sports and Social Association (known as the 'Comets') and enjoy taking part in sporting and social events. The MPS has four well-equipped Sports clubs at Bushey, Chigwell, Hayes and Imber Court, available to all staff as well as family and friends.

For further information regarding the terms and conditions offered by the MPS and assistance in completing your application, please visit the website.

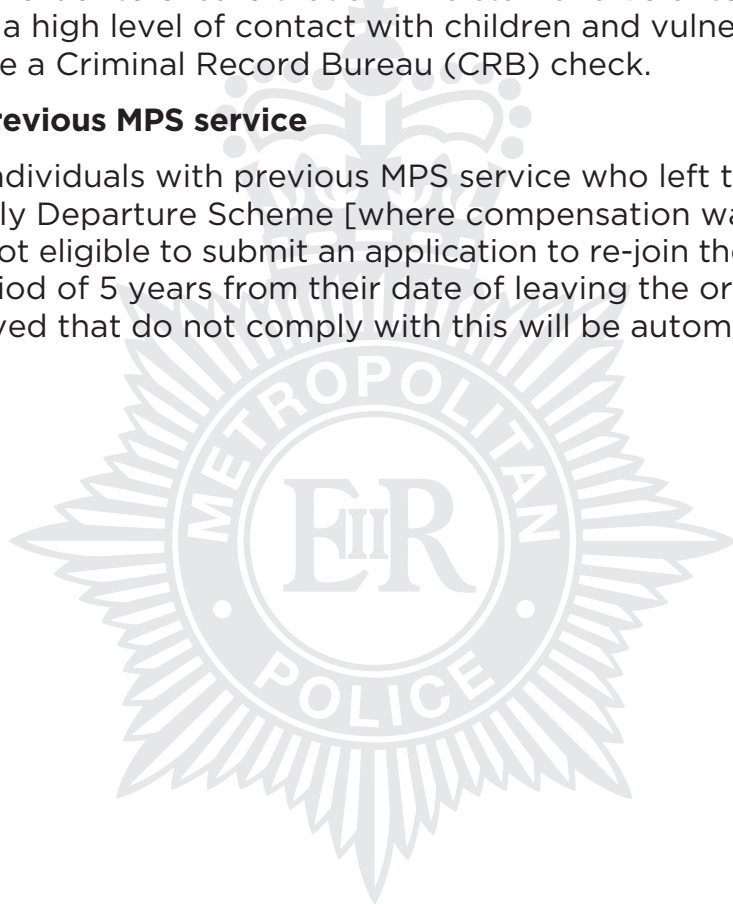
ELIGIBILITY CRITERIA

For further information regarding the eligibility criteria for joining the MPS, please visit the website or the information contained in the application.

The MPS is committed to safeguarding the welfare of children and vulnerable adults. As part of these safeguards, the MPS adopts a consistent and thorough process of safe recruitment in order to ensure that all MPS staff and volunteers are suitable. Posts that involve a high level of contact with children and vulnerable adults will additionally require a Criminal Record Bureau (CRB) check.

Applicants with previous MPS service

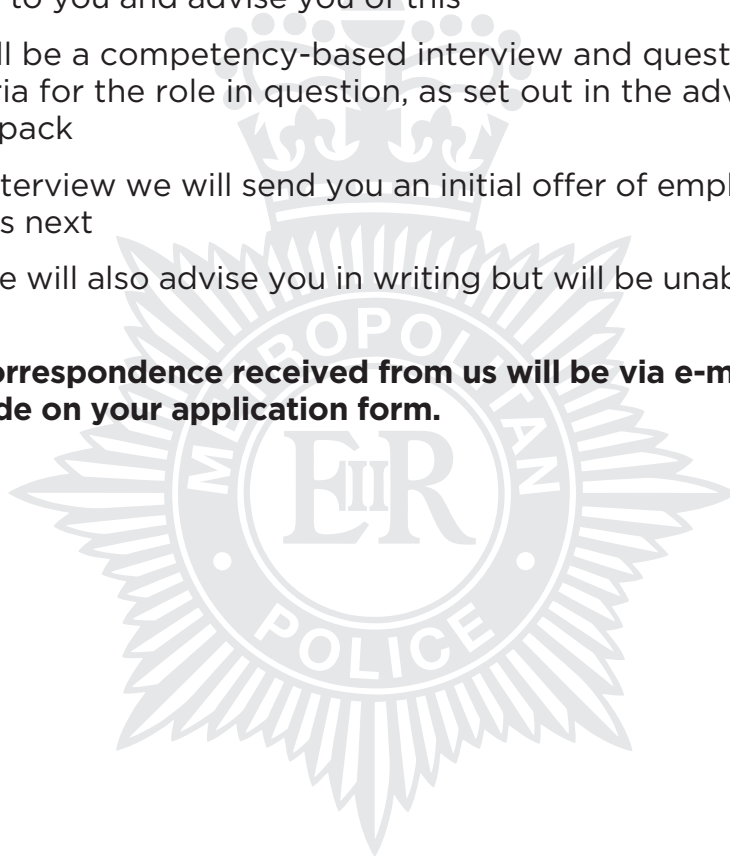
Please note that individuals with previous MPS service who left the MPS as a result of a corporate Early Departure Scheme [where compensation was awarded e.g. redundancy] are not eligible to submit an application to re-join the MPS in any police staff role for a period of 5 years from their date of leaving the organisation. Any applications received that do not comply with this will be automatically rejected.



MAKING AN APPLICATION

- Your application form will be initially sifted against MPS criteria such as convictions and residency
- Following the initial sift your application will be assessed against the role criteria
- If successful at this stage we will contact you regarding an interview date. You will receive a minimum of 7 days' notice. If you are unsuccessful at this stage we will also write to you and advise you of this
- The interview will be a competency-based interview and questions will be posed around the criteria for the role in question, as set out in the advert and information pack
- If successful at interview we will send you an initial offer of employment which sets out what happens next
- If unsuccessful we will also advise you in writing but will be unable to offer feedback.

Please note any correspondence received from us will be via e-mail and sent to the address you provide on your application form.



WHAT TO DO NEXT

Please submit your completed application, an up to date CV and personal statement by the closing date provided on the advert.

For general enquiries please visit www.metpolicecareers.co.uk, which includes an 'Answering Your questions' section or contact the recruitment team on 01633 632500.

- The recruitment process is thorough and consequently can be quite lengthy
- Shortlisting and interviews will be based on the criteria listed
- Until an offer of appointment is confirmed in writing, you should not assume your application has been successful.



**METROPOLITAN
POLICE**

