

RN FPS Digital Media TORs – Version 8

Position number: **2004522**

Date of

Issue...Feb 22

Rank complement. OR6

Review date....Aug 23

TOR sanctioned by: RN FPS EC

Post holder:

Location: RN FPS HQ_Temeraire

TERMS OF REFERENCE FOR PS RN FPS Digital Media

1. PURPOSES

Primary Purpose:

To deliver and maintain the latest digital media strategy and initiatives to enable the primary purpose of People Support (PS) to be achieved in support of the Mission Statement:

“To provide accessible support services that strengthen and enhance the resilience and resourcefulness of Naval Service personnel, their families and communities in order to contribute to the Moral Component and optimise Operational Capability.”

Secondary Purposes

- a. To promote the latest Engagement and Communications strategy in such a way as to complement existing PS service provision, and to realise the full potential of the internet to develop an online RN community.
- b. To act as the focal point for information provision and communication via RN FPS Digital Media channels that are generated by RN FPS staff as the main deliverer.

2. SUPERIORS

The RN FPS Digital Media is:

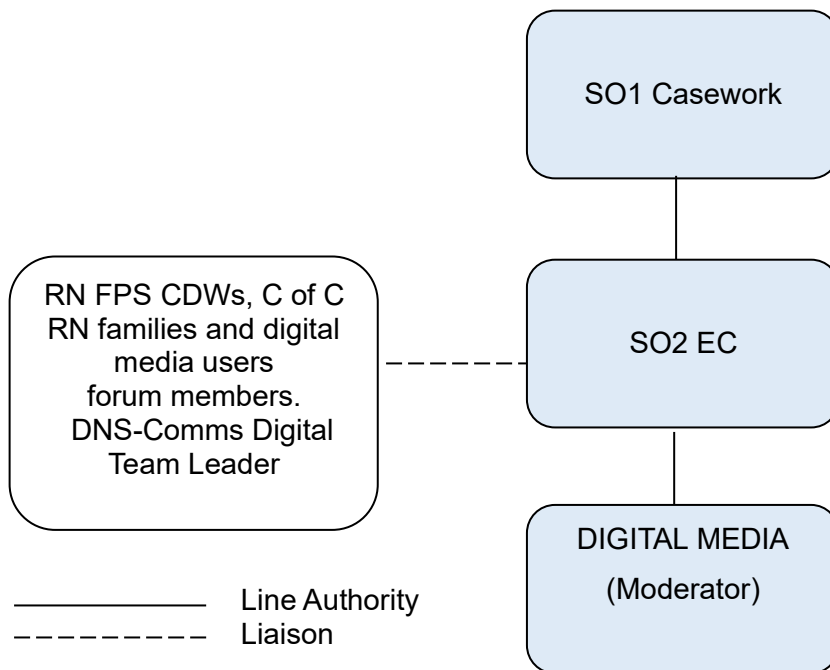
- a. Accountable to and under functional authority of RN FPS Engagement & Communications (EC) for the operational management of PS digital media business.

3. AUTHORITY

The Digital Media FTRS is authorised to:

- a. Liaise directly with the Command of all RN/RM units as necessary to achieve Capt PS purposes.
- b. Liaise directly with the Command of Army units when they form part of a deployed unit under RN/RM Command.
- c. Decide the best course of action regarding any postings, situations or conflicts that occur on all RN digital media platforms, keeping RN FPS EC aware of developments.

4. ORGANISATION DIAGRAM



5. PRINCIPLE TASKS

- a. As a member of the PS Duty Moderator Roster¹ update, monitor and moderate all RN FPS and Royal Navy Digital Media platforms in accordance with the latest guidance and instructions².
- b. Maintain the integrity of the RN FPS sponsored elements of the Royal Navy Forum through application of the latest Terms & Conditions and Operational Security Instructions.
- c. Encourage mutual support and engagement to foster a sense of Royal Navy identity amongst the online Service community.
- d. Respond to any requests arising from digital media platforms by providing a direct response, signposting to an appropriate SME or passing to RN FPS BM (DE) for further action and/or investigation.
- e. Liaise with and brief Unit Commands and their nominated Forum Representative to ensure safe use of platforms for their families, whilst also highlighting any issues or concerns that may be voiced by their family members.
- f. To be actively employed as the focal point for all RN FPS digital media information requirements in support of the RN FPS IO's and stakeholders.
- g. To undertake out of hours and weekend working on RN FPS and Royal Navy digital media presences in accordance with the Duty Moderator roster and the latest guidelines³
- h. To undertake duties and tasks in support of RN Digital strategy relating to digital

¹ Current Roster: Week 1: M-F 0800 – 1600; Week 2: M-F 1400 – 2200, S – S 0800 – 2200; Week 3: M Toil, T - F 0800 – 1630

² DM–RN FPS Forum and Social Media – Guidance and Instructions

³ DM –RN FPS Forum and Social Media – Guidance and Instructions

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media as directed.

- i. Regularly coordinate and update content of the RN Web Community and Support pages as directed by RN FPS.
- j. Actively share RN Forum Announcements to Facebook (@RoyalNavyFPS) and Twitter (@RoyalNavyFPS), then onwards to individual groups as required.
- k. Support in the RN Forum Membership, assisting those who have issues and ensuring all requests to join specific groups is completed unless otherwise arranged via Individual Units.
- l. Provide support in the use of the RN Forum via digital means, such as MS Teams/Skype.

6. COMPETENCIES REQUIRED

The role will be dynamic and will continue to evolve/develop in line with the business needs; it will demand innovation, initiative and attention to detail. The incumbent must possess an excellent ability to communicate across the spectrum of MOD employees and external agencies whilst displaying empathy and understanding with regard to the unique issues attributable to Service life that affect Service Personnel and their families.

- a. Knowledge, understanding and use of digital media platforms and their respective participants (primarily Facebook, Twitter, YouTube, Pinterest, Flickr and Tumblr).
- b. Able to communicate professionally at all levels in both written and verbal formats.
- c. Strong organisational skills.
- d. Able to establish and maintain relationships with online users.
- e. Knowledge of current standards of netiquette.
- f. Ability to pick up new software and online tools quickly.
- g. Good knowledge of Microsoft Word, PowerPoint, Excel, MS Teams, Skype for Business and Outlook.

Competence	Course Ref	Skill level required
Equality, Diversity & Inclusion		Basic
MODNet		
SharePoint		
Civil/Service Mandatory Training Requirements		Competent
Effective Communication		
Presentation Skills		

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Post Holder's Signature

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Line Manager's Signature

Date:

Date: