

JOB DESCRIPTION

This form summarises the purpose of the job and lists its key tasks. It may be varied from time to time at the discretion of the Authority, in consultation with the postholder.

Job title	Geographical Information Systems (GIS) and Digital Innovation Officer
Reports to	Team Leader – Planning Policy
Team	Planning Policy with support for digital solutions across the planning service and place directorate.
Grade	Grades 6 - 7
Last updated	16 October 2025

Job Summary

The Council's planning service uses GIS technology and wants to ensure that the system is sustainable, continuously improved and fully utilised in line with a progressive digital agenda.

This is an opportunity to develop a career in GIS and digital innovation based within an ambitious planning department. You could be an experienced GIS professional, or it could be an opportunity for a planner with a strong interest in GIS, and a proven track record in using GIS to develop research and ideas.

You will use your experience of utilising and managing GIS to achieve an engaging and sustainable GIS service, excellent data integrity, a visible data catalogue and insightful spatial analysis that enables more accurate and efficient decision making across the planning service. You will provide digital solutions and direction to the service, including design and technological support for service outputs and processes

Key Tasks

Operational Responsibilities

At Grade 6

The postholder will:

- Lead on and support the delivery and development of geographical information systems (GIS) to ensure that the planning service delivers its statutory duties, proactively analyses data and promotes best practice.

- Work as part of the Planning Policy team to deliver a spatial planning service (i.e. for the whole planning service), through provision of information, advice, guidance, interpretation and evaluation to optimise value and opportunities from GIS technology.
- Provide digital solutions and support to the service, including design and technological support for service outputs and processes.
- Provide expert spatial analysis and data creation to assist in the delivery of the service objectives using creative and appropriate techniques on a range of vector, raster, and flat datasets.
- Generate, record, and maintain digital data and mapping to provide accessible and reliable geographic information for spatial analysis and modelling to inform sustainable planning and policy development projects.
- Co-ordinate discussions between GIS providers and professional planners to ensure that the needs of each group are met by the other in delivering effective tools required for the progression of statutory planning functions.
- Develop web maps to present GIS data and tools on the corporate website (i.e. public facing tools and information) and respond to corporate GIS requirements as required (as it relates to the capture and display of spatial information).
- Engage proactively with the Council's learning and development programmes, including the Performance Development Review (PDR) process.

At Grade 7

The postholder will, in addition to the above:

- Lead on the development, implementation, maintenance and management of systems, policies and procedures within the service, such as identifying necessary changes to systems or procedures and identifying opportunities for investment through external mechanisms, such as the MHCLG Digital Planning Programme and the Digital Task Force for Planning.
- Contribute to the development of strategies, procedures, standards, business and continuity plans to ensure the team can meet future challenges and customer/ stakeholder expectations with increased service efficiency and effectiveness.
- Define and update existing GIS related governance documents and procedures to meet strategic, operational, and legislative needs covering aspects such as data standards, security, and permissions.
- Be experienced in the use and innovation of GIS and digital tools for a planning service, combined with a basic understanding/ knowledge of town planning legislation and the plan-making process.

Management / Supervisory / Team Working Responsibilities

- Work across the service to ensure that requirements for timely and well-informed advice and recommendations are met.
- Work as part of a team, supporting each other to deliver an effective service to customers.
- Work with internal and external colleagues to achieve continual improvement in the delivery of the planning service's geographic information, including resolving technical and general queries about GIS.
- Prepare reports and presentations relating to the job purpose for Leadership Team, council committees and other internal and external meetings, including those related to external funding and projects (e.g. MHCLG Digital Planning Programme).

Communication & Contacts

- Demonstrate an ability to work well within a multi-disciplinary team environment, understanding and drawing on others expertise and skills.
- Diplomatic, professional and with an ability to demonstrate a tactful approach when dealing with difficult circumstances
- Maintain contact with professional bodies, and specialist groups.
- Display the Council's values and behaviours, looking to support, assist and improve the delivery of the service to customers, and ensuring the delivery of a high quality and respected service.
- Work proactively, seeking to maximise the benefits that can be delivered by the service in co-operation with customers.
- Contacts will include: the Director of Place, the Council's Leadership Team, Service Managers, Development Management colleagues and East Herts Councillors; external Council partners including GIS and software suppliers; planning professionals, developers and architects; members of public and representative groups.

Financial / Budgetary Responsibilities

- At Grade 7, develop commercially minded strategies for generating income.

Service Delivery

- Ensure that all performance targets are met, including personal targets and service targets.
- Ensure established standards of customer care are maintained.
- Maintain professional competence and ensure relevant training is undertaken.

- Keep abreast of technology and legislative changes within the area of responsibility; proactively disseminate relevant information to team members and colleagues
- Understand and apply the council's Data Protection and Data Quality policy and procedures and the Data protection (General Data Protection Regulation) and Freedom of Information legislative framework.
- Attend training courses relevant to post.
- Ensure that agreed projects are delivered to timescale and budgets.

PERSON SPECIFICATION

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We want the postholder to be able to demonstrate the following competencies to a high level and want to use these to the full in their work. This is more important than having a great deal of direct experience of the job content, and we will be looking for evidence of all the following key competencies during the selection process, if you are shortlisted. These skills, and their relationship to the job requirements and experience, will also be used to inform the entry level for the preferred candidate.

- Personal effectiveness
- Proactive
- Managing relationships
- Communication
- Customer focus
- Commercial focus

Key Criteria

Qualifications and Experience

This is a career graded post – the post holder can be advanced through the grades when they achieve the minimum requirements for each grade as outlined in the job description.

- At Grade 6, you will be educated to degree level in a relevant discipline, and be able to demonstrate experience relevant to the role.
- At Grade 7, and in addition to the above, you will be experienced in the use and innovation of GIS and digital tools for a planning service, combined with an understanding/knowledge of town planning legislation and the plan-making process.

Specialist Knowledge and Job Requirements

Essential

- Experience of GIS software is essential (ArcGIS, MapInfo etc.).
- Knowledge of Relational Database Management Systems and SQL.
- Excellent computing skills.
- Awareness of the role of GIS and digital solutions for a planning service.

Desirable

- Experience of CADCorp GIS Suite and Geospace.
- Knowledge and experience of using Adobe Suite, Microsoft Office and IDOX/Uniform to help implement the Councils digital agenda.
- Knowledge, or direct experience, of the English planning system or planning service (development management and policy formulation).

Team Working and management

- A motivated team player, able to work well with peers and other colleagues and collaborate to meet service objectives.
- Ability to demonstrate an understanding of the role in the overall service.
- Ability to work well within a multi-disciplinary team environment, understanding and drawing on others expertise and skills.
- Ability to work independently and use judgement to seek support when required.
- A successful track record of developing good stakeholder and partnership relationships.

Other

- Open, approachable and communicative manner.
- Commitment to training and learning.
- Ability and willingness to work flexibly in terms of location and utilising range of IT support.
- The council is committed to safeguarding and promoting the welfare of all its residents specifically children and vulnerable adults. The council expects all staff to have an understanding of safeguarding and to share this commitment.

Career Progression Guidance

Progression between grades (Grade 6 to Grade 7) will not be automatic, and will depend on the employee demonstrating the ability to meet the criteria set out in the Job Description/Person Specification for the higher grade and being able to evidence and

demonstrate the appropriate level of competency. Formation, agreement and implementation of an ongoing training plan to maintain and develop professional competence and personal development will also need to be evidenced.