JOB DESCRIPTION

JOB TITLE: Digital Communications Officer

SERVICE AREA: Policy and Communications

SECTION: Communications and marketing

GRADE/SALARY: Scale 7

RESPONSIBLE TO: Communications and Marketing Manager

CONTRACT: This post is for a fixed period of 18 months

MAIN PURPOSE OF POST

To assist the communications and marketing manager to provide the Council with an effective digital communications and marketing service, and to deliver the external and internal communication strategies.

Although primarily focused on digital communications, the post holder will also be required to support the wider communications team with written projects for publication as needed, as well as attending council events as requested.

KEY AREAS OF RESPONSIBILITY

Digital communications (for both internal and external audiences) including:

- To write and implement strategies for the development of the website and intranet to enable the council to meet current and future customer needs.
- Social media management
- Website management
- Intranet management
- Brand management
- Campaign marketing
- Video creation

DUTIES AND RESPONSIBILITIES

The postholder must, at all times, carry out their duties and responsibilities to comply with Council policies/procedures.

1) To assist and where appropriate lead in the development and implementation of corporate and service level strategies, plans, campaigns and events.
2) To maintain on a day-to-day basis the council’s website, microsites, intranet, and social media channels to engage audiences and encourage repeat visits, enhance the reputation of the council and promote its priorities.

3) To plan and deliver content across various platforms in line with the council’s values and campaigns.

4) To manage the administrative functions of these platforms and maintain a strong working relationship with key stakeholders, including external suppliers, our partner ICT team, users and content editors.

5) To advise senior managers and cabinet members on the current and future strategy for developing the council’s intranet, website, social media and other digital communication channels (e.g. e-newsletters) to better meet customer needs.

6) To liaise with other services, particularly ICT and customer services, to agree, establish and maintain links between the intranet and website with other key systems, including the CRM (customer relationship management), document management system and other systems.

7) To play an active role in the Council’s emergency response team to communicate live messages to the media, staff and public through a variety of channels.

8) To performance manage the platforms including identifying measures, agreeing targets and measuring and reporting results to appropriate groups, including users, members and the public.

9) To develop and innovate the Council’s corporate social media feeds and respond effectively and sensitivity to enquiries.

10) To plan and write content for internal and external audiences both online and in print (to include online articles, press releases and other corporate publications).

11) To develop and utilise effective media content including articles, interviews, photos and video clips for media relations, internal / external campaigns, publications, website, intranet and photo archives.

12) To keep up-to-date with industry best practice, including collaborative working and information sharing with other councils and partner organisations.

13) To champion, co-ordinate and enforce the usage of the Council’s style guide and corporate branding to ensure consistency across the Council.

14) To prepare reports, briefing notes and presentations for a variety of audiences as required.

15) To use customer data and analytics to create digital content across platforms and plan on-going development.
16) To support and lead where appropriate on projects and reviews.

17) Representing the service and Council at a range of key internal and external meetings related to the areas of key responsibility.

18) To act as an adviser to employees, managers and elected members in relation to the areas of responsibility.

19) To develop standards and policies for the day-to-day management of the council’s websites and intranet.

20) To help council staff and members define their communication needs and identify the most effective digital communication methods to achieve this.

21) To work with colleagues in the communications and marketing service to develop integrated communications and marketing campaigns that add value through the use of digital content for both internal and external communication.

22) To provide expert advice, training and support to content editors, users and decision-makers. To advise about the best practice in digital and social media, educating and disseminating the opportunities and advantages of all available digital channels.

23) Contributing to the forward planning of the Communications and Marketing service including team plans, resource planning and strategies.

24) Utilising skills, knowledge and experience to assist the wider policy and communications service and other services on specific projects and during peak demand periods.

25) Any other duties which are similar/equal to the responsibility and grade of the post.

**SPECIAL FEATURES OF POST**

You may be required to carry out your duties at your present workplace or at another Council site.

Due to the need to work closely with a range of stakeholders and as part of the emergency response team the post holder will be required to attend meetings, training and events in the evenings and weekends and provide emergency cover outside office hours.

This post is being offered on a contract basis to provide cover during a secondment.
PERSON SPECIFICATION

JOB TITLE
Digital Communications Officer

SERVICE AREA
Policy and Communications

SKILLS/KNOWLEDGE/ABILITIES

Essential

1. High standard of written English, proof reading and editing skills
2. A thorough knowledge of the legislation, policies, procedures and best practice for the areas of responsibility.
3. Advanced digital communication skills and an ability to communicate at all levels online, in person, on the telephone and in writing.
4. Strong negotiation and persuasion skills in order to encourage changes in message and behaviour.
5. Ability to pro-actively handle enquiries relating to digital communications (and the wider communications team) including professional, efficient, diplomatic and accurate responses.
6. The ability to understand complex, sensitive and technical information and relay in a format appropriate for a variety of audiences.
7. Ability to develop content for a variety of different audiences including social media, websites, intranet, press releases, features and publications.
9. The ability to prepare well-structured reports, briefing notes and presentations suitable for a variety of audiences including Cabinet, Scrutiny, senior managers and external audiences.
10. The ability to develop and manage a range of projects including innovative communication and marketing campaigns and events using a variety of digital methods.
11. The ability to use a range of IT packages including word, excel and PowerPoint.
12. Ability to manage your own workload, prioritising where necessary.
13. Ability to film and edit videos at council events, as well as take photos as required for online use and to feed in to other wider communications focused projects.
14. Excellent understanding of current digital technologies, including content
management systems and HTML.

15. Knowledge of digital best practice and trends (design, navigation, content, search engine optimisation, usability) and the management and structuring of content to meet customer needs.

16. Willingness to work flexibly to meet deadlines, which may involve weekend and out of hours working to attend meetings, events and provide emergency communications response.

17. Ability to manage and meet tight deadlines.

Desirable

1. A thorough knowledge of the structure and functions of local government, key stakeholders and emerging issues.

2. Ability to give engaging presentations and run focus groups.


4. Understanding of style sheets and underlying web technologies.

EXPERIENCE

Essential

1. Experience of maintaining social media feeds, internet and intranet sites.

2. Experience of providing a key advisory role for communications and marketing including advice, support and briefings for senior officers and elected members ahead of media interviews and comments.

3. Experience of supporting corporate and service level strategies, plans, events and digital campaigns.

4. Experience of recording and editing video and audio production.

5. Experience of photography for multiple platform application.

6. Experience of co-ordinating and enforcing corporate branding usage.

Desirable
1. Developing and implementing digital strategies, plans, events and campaigns.
2. Working in cross cutting project teams on major projects.
3. Working as part of a public sector emergency planning response team to communicate live messages to the media, staff and employees.

QUALIFICATIONS

Essential

- Relevant professional level qualification e.g. NCTJ diploma. (demonstrable equivalent skills and experience will be considered in appropriate cases).
- Evidence of continuing professional development

Desirable

- Project Management qualification
- Degree level or equivalent professional qualification/experience in the role