

Job Description

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| Job Title | Digital Communications & Engagement Officer |
| Grade | Band G |
| Reporting To | Senior Press, PR & Digital Manager |
| JD Ref | CSUP0054G |

Purpose

Support the Digital Communications Team by leading the council's day-to-day social media management: sourcing, creating, scheduling, and publishing content. The role has a strong focus on customer experience and requires coordinating replies to messages and compiling reports. The role supports the development and delivery of digital communications campaigns and content which showcase work across the Council – including creating, editing and optimising multimedia content for social media channels.

Main Duties And Responsibilities

Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values in the role and organisation.

Corporate Communications & Marketing Duties & Responsibilities:

- Utilise experience and skills to work with the digital comms team, colleagues across the Council and external partners to deliver the operational elements of the council's digital communications strategy, in coordination with the communication team's forward plan.
- Develop and manage and support targeted and creative digital & social media campaigns and content in line with council priorities and to increase the visibility and understanding of the council's work with key audiences.
- Have a good understanding of the digital communications and social media landscape, particularly in terms of digital channels and content.
- Coordinate response to customer enquiries via social media, placing a high value on customer experience.
- Support social media users across the council with advice as required.
- Work across different projects at any one time and work with colleagues to ensure content is delivered before deadlines.

Communication, Engagement and Training:

- Liaise directly with Digital Communication Lead and officers from other departments of the Council in respect of digital design requirements and solutions. Advising, persuading, and negotiating on the best means of interpreting digitally the projects concerned within the Council's Brand Guidelines and implementation within assigned budgets.
- Provide advice, support and practical delivery of all elements of the Council's approach to digital communications.
- Work within the wider communications team and alongside colleagues in other teams across the Council, businesses, partners and suppliers.

Data Manipulation & Analysis:

- Develop and oversee the creation of content and materials in line with the strategic approach and relevant council or partnership brand(s).
- Support the digital team in other areas of work when required, for example by subtitling videos, carrying out basic web editing or creating and sending email newsletters.
- Evaluate, measure and report on digital and social media activity and use as a tool for reporting and planning future work.

Compliance:

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.

Other:

- Any other duties commensurate with the grade.

Role Specific Knowledge, Experience And Skills

Qualifications

Essential

- Degree or equivalent knowledge (through experience) in communication and marketing/or Public relations.

Desirable

- *Experience of working in a related position.*



Knowledge & Skills

Essential

- Excellent verbal and written communication skills.
- Ability to work to tight deadlines and effectively manage conflicting priorities.
- Proven ability to write and edit highly engaging digital copy for different audiences and to proofread to an excellent standard.

Desirable

- *Video editing skills and use of graphic design software for creating visual content.*

Experience

Essential

- Experience of working with digital media, including handling enquiries, and researching opportunities. Experience of working in a digital engagement role.

Desirable

- *Experience of working in local government and / or political organisation.*
- *Experience of reviewing developing and facilitating the production of relevant tools, for example, Photoshop, Mailchimp, Hootsuite, Google Analytics and Facebook advertising to support digital communications including online publishing.*

Additional Information

- Ability to travel across the Borough and work from various locations.
- Work hybrid, with a flexible working approach to accommodate service needs.
- On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

Health & Safety Considerations:

- Lone working
- Working outside
- Work with VDUs (Video Display Unit) (>5hrs per week)

Approved By: Michael Callon – Head of Corporate Office

Date Of Approval: 22/02/2024

