

Job Description

Job Title: **Comms and Web Content Adviser**

POSCODE: **CCC0101**

Grade: **SC4 - SC6**

Overall purpose of the job

To work as a communications and web content advisor for Cambridgeshire County Council. Promoting, enhancing and supporting the work and reputation of the organisation through the provision of intelligent, timely, high quality and accessible content via our online platforms.

You will support the team in the delivery of:

- Quality assurance and accessibility checks/updates in compliance with current regulations and standards
- Information and services updates
- Digital and offline channel updates
- Content management checks and updates
- Team plans and reporting

Main accountabilities

Please list the accountabilities in descending order of priority. Please include 6-9 accountabilities.

	Main accountabilities
1.	Support the quality assurance of online content. Use of Siteimprove software to find issues and improve webpage content. Review and spot check content on the site. Review supplied content and advise on changes to improve on quality.
2.	Support the team by maintaining accessible online content to current standards, guidance and good practice. <ul style="list-style-type: none"> • Check PDFs and web content meet WCAG regulations, government guidance and our own inhouse guidance. Work with the relevant service area, and content managers on any changes that need to be made to ensure compliance. • Reviewing existing PDF documents on the council websites • Self manage a day to day process for common (business as usual) tasks and a wider review and checks of existing PDF documents and content over a period of time
3.	Support the delivery of information, advice and guidance that enables all citizens to access what they require, or to support them to be independent or to make positive choices about their lifestyle.
4.	Support changes to our web and digital presence to ensure it is effective in providing dynamic and tailored information, advice and guidance, access to transactional services and provision of targeted communications.
5.	Ensure allocated work is completed to a high standard and in a timely manner. Edit, proofread and check accessibility and quality of content and documents for both council websites. Report on progress.

6.	Support the delivery of a wide range of marketing and communications campaigns. Provide analytics on webpage views etc
7	Work collaboratively across the organisation. Be open and receptive to change and new ideas that improve the way we communicate with our staff, partners and citizens. Identify opportunities to develop your skills and competence. Demonstrate a commitment to actively challenge existing thinking and approaches to how we engage and communicate with our citizens.
8	Build and maintain effective working relationships with a wide range of internal and external colleagues and stakeholders to ensure the delivery of effective of information and advice that signposts citizens to the most appropriate support available from across the public, voluntary and community sectors.
9	Follow best practice when using our content management systems, adhering to best practice, and ongoing support from Web Content Managers.
10.	Demonstrate an awareness and understanding of equality, diversity and inclusion.

Safeguarding commitment *(Include for roles involving work with children/vulnerable adults)*

We are committed to safeguarding and promoting the welfare of children and young people/vulnerable adults. We require you to understand and demonstrate this commitment.

Flexibility Clause: Other duties and responsibilities express and implied which arise from the nature and character of the post within the team mentioned above or in a comparable post in any of the Organisation's other sections or departments.

Person Specification

Qualifications, knowledge, skills and experience

Minimum level of qualifications required for this job

Qualifications Required	Subject	Essential/ Desirable
5 GCSEs or equivalent	English and Maths	Essential
NVQ Level 3 or equivalent	Courses relevant to administration, Communications or Digital media	Desirable

Minimum levels of knowledge, skills and experience required for this job

Identify	Describe	Essential/ Desirable
Knowledge		
Communication environment	Awareness of the role and function of a communications, web and information teams	Essential
Local government	A general awareness of the issues and challenges facing local government	Essential
IT products	Knowledge of Microsoft Office, in particular, Word, Excel, Outlook.	Essential
IT products	Knowledge of web site editors, content management systems, accessibility/quality assurance checking tools and google analytics	Desireable
Skills		
Working together	Identify needs and initiatives for joint approaches to delivering services Work across and outside typical groups	Essential
Integrity	Proactively identify and reliably respond to challenges to improve customer Satisfaction. Communicate this to colleagues and customers effectively.	Essential
Respect	Identify the impact of my work on colleagues and customers. Assess future needs and challenges, and put measures in place to meet these, appropriate to the groups affected.	Essential
Excellence	Respond to and tackle current and future challenges, providing solutions in the work I undertake.	Essential
Effective communication	Strong written and verbal communication skills across a range of media. Strong and effective interpersonal skills in groups, teams and one-to-one situations.	Essential
Organisation	Highly organised and motivated. Able to be proactive and work under own initiative within guidelines	Essential

	Must be approachable and helpful. Show attention to detail.	
Productive relationships	Ability to foster positive and constructive relationships with colleagues.	Essential
Customer focus	An understanding of the importance to engage with citizens and promote good customer relations.	Essential
Experience	Give an idea of the type and level of experience required do not specify years of experience.	
Productive relationships	Proven ability in fostering positive and constructive relationships with internal and external stakeholders.	Desirable
Customer focus	Clear understanding of the need to engage with communities and understand users needs.	Essential
Presentation of information	Experience of preparing meaningful and concise written and visual communications via a range of different channels.	Essential
Communications	Experience of developing and delivering information, communications and marketing plans to support and deliver against strategic objectives.	Desirable
IT Products	Experience in using a range of business, information and communications technology/software	Desirable
Equality, Diversity and Inclusion (applies to all roles.	Ability to demonstrate awareness and understanding of equality, diversity and inclusion and how this applies to this role.	
Safeguarding (include for roles working with children/vulnerable adults)	Demonstrate an understanding of the safe working practices that apply to this role. Ability to work in a way that promotes the safety and well-being of children and young people/vulnerable adults.	

Disclosure level

What disclosure level is required for this post?	None (TICK)	Standard
	Enhanced	Enhanced with barred list checks

Work type

What work type does this role fit into? (tick one box that reflects the main work type, the default work type is hybrid)	Fixed	Hybrid (TICK)	Field	Remote	Mobile
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