

# Job Description and Person Specification

## Job details

**Job title:** Social Media Producer  
**Grade:** TBC  
**Reports to:** Senior Communications and Marketing Manager  
**Responsible for:** Communications Officer  
**Directorate and Service area:** Chief Executive's – Communications and Policy

## Purpose of the job

The post-holder will manage the production and delivery of high-quality social media assets, including video, to support the Council in its communication and promotion of council services, as well as its engagement with residents. This includes pre-production planning, ideas generation and development, creating and editing video and campaign evaluation. Working as part of a multi-skilled team the post-holder will line manage a Communications Officer. They will have a key role in the creative development process and help to shape marketing campaigns.

## Principal responsibilities

- Manage the planning, production, creation and delivery of social media assets to meet corporate objectives and to support and enrich wider marketing and communications activity.
- Undertake filming and editing activities to produce a range of assets for communication and promotion.
- Actively engage in creative processes such as campaign development, lead on idea generation for social media content and manage the social media activity calendar.
- Line manage a Communications Officer.
- Manage the council's social media channels and content plans to drive engagement
- Generate analysis and reports to understand the impact of social media content and support ongoing learning and development of the service
- Provide social media expertise and guidance to Marketing and Communications staff and senior leaders, advising on best practice in social media production, brand protection and compliance.
- Have an excellent working understanding of operating video and lighting technologies, as well as industry standard software, in order to create and edit content.
- Ensure all assets, including video, are appropriately designed and optimised for channels and audiences.
- Ensure all assets meet corporate and campaign branding guidelines, as well as other governance requirements such as accessibility, data protection etc

- Develop practices, procedures and systems to ensure the effective and efficient delivery of all assets.
- Work as part of a multi-functional team to ensure assets support and enrich wider marketing and communications activity.
- Assist the Senior Communications and Marketing Managers in developing and delivering the communications service to ensure that residents, staff and other stakeholders are kept informed and engaged.
- Under the direction of the Senior Communications and Marketing Managers, take an active role in securing efficiency and continuous improvement of the Communications Service.

## General responsibilities applicable to all jobs

- Demonstrate commitment towards the delivery of the Council's vision, key commitments, values, and behaviours.
- Ensure corporate processes are followed and implemented for all areas of the postholder's work and responsibility.
- Carry out any other duties which fall within the broad spirit, scope, and purpose of this job description and which are commensurate with the grade of the post.

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

## Working hours

The role may require working some anti-social hours. The post holder may be required to work occasional evenings and weekends depending on the nature of the task. They may also be required to work additional hours during peak periods and may be required to be part of the on-call rota for 'out of hours' emergency cover.

## Special features of the post

### **This post is Politically Restricted:**

Under the Local Government and Housing Act 1989 this post is classified as a politically restricted or sensitive post. Holders of such posts are disqualified from seeking election to or being a member of the House of Commons, the European Parliament, or a Local Authority, other than a Parish Council.

# Person Specification

## Social Media Producer

Attributes	Essential criteria	Desirable criteria
Education, Qualifications and Training	<ul style="list-style-type: none"> <li>• Relevant degree level education and/or equivalent experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant vocational qualification in a relevant subject or area.</li> </ul>
Experience and Knowledge	<ul style="list-style-type: none"> <li>• Experience of producing high quality video content for social media channels, including but not limited to Meta, LinkedIn and TikTok.</li> <li>• Experience of developing and managing pre-production, production and post-production processes.</li> <li>• Experience of creating and optimising video for use across multiple channels and formats</li> <li>• Experience of developing creative and innovative assets to support campaigns.</li> <li>• Experience managing social media channels, calendars and content.</li> <li>• Experience of line managing a staff member.</li> <li>• Awareness and interest in emerging social media trends and platforms.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working as part of a communications, social media or marketing team.</li> <li>• Experience of working in local or central government or other public sector organisation.</li> <li>• Experience of working with elected members.</li> <li>• Experience of working in a political and sensitive environment.</li> </ul>
Ability and Skills	<ul style="list-style-type: none"> <li>• Use key equipment for the delivery of high-quality video and photography including phones, cameras, lighting, microphones etc.</li> <li>• Use standard creative industry software for video and photography editing, including Adobe Creative Suite.</li> <li>• Ability to undertake colour correction, colour grading and other post-production techniques</li> <li>• Project management to ensure timely delivery of content</li> </ul>	<ul style="list-style-type: none"> <li>• Development of other multimedia assets such as podcasts, AR etc</li> </ul>

	<ul style="list-style-type: none"> <li>• Excellent interpersonal skills and able to confidently but sensitively communicate with clients from all levels across the organisation and interact competently with the staff, members, public, the media and external agencies.</li> <li>• Able to stay calm in difficult situations and work accurately to tight deadlines and under pressure.</li> <li>• Able to self-motivate and organise own workload with minimal day-to-day supervision.</li> <li>• Proficiency in Microsoft IT packages – Outlook, Teams, Word, Excel, PowerPoint</li> </ul>	
Equal Opportunities	Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs.	
Additional Factors	<p>Ability to work outside of normal office hours when needed to support emergency situations and priority projects with particularly tight deadlines.</p> <p>Ability to drive with access to a vehicle.</p>	