

Job Description

Job Title: Communications and Content Assistant

Service: Corporate and Customer Services

Grade: Scale point 5

Overall purpose of the job

This role supports the Communications and Marketing function of the council by:

- Maintaining key communications channels aimed at a variety of external and internal audiences
- Planning and monitoring campaigns and communications to help evaluate effectiveness
- Creating online and visual content for social and traditional media
- Supporting at events and workshops aimed at engaging with specific audiences
- Supporting the media operation by taking calls, researching information and monitoring coverage of key council outcomes.

Main accountabilities

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1.	Co-ordinating and writing content for online newsletters and social media posts and ensuring they are issued in a timely manner
2.	Maintaining the planning registers for campaigns and key media activities on Trello and/or Excel
3.	Evaluating communications effectiveness through monthly reporting, and campaign effectiveness linked to the campaign's own evaluation targets
4.	Researching content for online and traditional media for all departments
5.	Creating infographics, video and photography for use across all council channels
6.	Supporting the media desk operation by taking and registering calls, and supporting advisors to find information that will help to answer the queries
7.	Providing support at events and workshops - including booking venues, setting up AV, registering delegates, capturing feedback etc.
8.	Track teams expenditure by maintaining budget spreadsheets
9.	Updating intranet pages, creating content and supporting others to do the same in the Council
10.	To demonstrate awareness/understanding of equal opportunities and other people's behavioural, physical, social and welfare needs.

Person Specification

Qualifications, knowledge, skills and experience

Minimum level of qualifications required for this job:

Qualifications Required	Subject	Essential/ Desirable
5 GCSE passes	Maths and English	Essential
A levels or equivalent	English, communications, visual arts	Desirable
Further Education	Communications related	Desirable

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

Knowledge		
Understanding of and keen interest in communications tools and products and their likely audiences	Social media platforms such as Facebook, Twitter, Instagram etc.	Essential
Understanding of the current communications environment	24hr news agenda, unmediated communications,	Essential
Understanding of the key issues facing the public sector in the UK	Budgets, demand management etc.	Desirable
Key issues facing Cambridgeshire		Desirable
Skills		
Excellent verbal and written communications		Essential
Competent use of all major Microsoft products	Word, Excel, PowerPoint	Essential
Competent in making social media content – infographics, video clips, animations etc.		Desirable
Experience		
Successfully supported or developed multimedia communications project for an organisation – including liaison with traditional and non traditional media	Paid or voluntary	Essential
Has an active interest in social media and a good awareness of different platforms their use and reach	Runs own social media presence	Essential
Equal opportunities	Ability to demonstrate awareness and understanding of equal opportunities and other people's behaviour, physical, social and welfare needs	Essential

