**Job Description**

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| Job Title: Digital communications officer |
| POSCODE: |
| Grade: SO1 |

**Overall purpose of the job**

The Digital communications officer will support the Digital Communications Manager and Communications Team in the promotion, marketing and communication of high profile, multi-million pound projects on behalf of the Greater Cambridge Partnership (GCP), with a focus on digital media channels.

The role will work on the delivery of the digital media strategy to proactively and reactively engage with the audiences of the GCP, to ensure stakeholders are informed and educated on the projects being delivered and have an outlet to voice opinions and be heard.

**Main accountabilities**

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

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|  | **Main accountabilities** |
|  | **Digital media communications**  Working to the lead of the Digital communications manager, co-ordinate and oversee the digital media work of the Greater Cambridge Partnership (GCP) Communications Team including the GCP website, social media channels and e-mail marketing.  Assist the team with the management of digital media projects, liaising with senior staff, partner/external agencies and contractors as required.  Carry out website updates, design and creative work, and work with supplier liaison on development opportunities.  Write, edit and produce engaging copy or imagery for appropriate digital media channels to support the work of the GCP. Present information in an attractive, easily digestible fashion, including the use of photo, video, time-lapse, infographics, charts, maps and graphics.  Ensure digital communications are in line with the consultation, community engagement and Digital first policies and regulations across the GCP and County Council. |
|  | **Strategy**  Liaise with communications colleagues and project managers to ensure stakeholders are kept up to date and informed on the latest news and project milestones, with messages issued appropriately and promptly.  Support the development and implementation of campaigns and initiatives to deliver GCP’s priorities. Ensure the vision and values of the GCP are communicated effectively through all GCP digital channels.  Create, maintain and regularly disseminate a record of ‘official responses’ to frequently asked questions. |
|  | **Partnership working**  Work closely with the GCP Communications Team and Corporate Communications Managers across the GCP partners to ensure messaging is communicated promptly, accurately and effectively via digital media channels.  Seek support and promotion of GCP’s digital work from partners and key stakeholders to maximise promotion and publicity opportunities. |
|  | **Personal and Project development**  Keep abreast of the latest developments, trends and preferences for digital media use and ensure GCP remains linked with its audiences through the most relevant channels. |
|  | **Monitoring and evaluation**  Develop and maintain appropriate databases, records, systems and audit trails to ensure communications are consistent, in line with the GCP vision, and monitored for success. Use metrics and analytics to assess the effectiveness of engagement strategies and advise on future improvements.  Monitor social media channels to achieve a full understanding of the conversation around the GCP and opinions that may be forming of it producing regular reports to senior management. |
| 6. | Demonstrate an awareness and understanding of equality, diversity and inclusion. |

**Person Specification**

**Qualifications, knowledge, skills and experience**

Minimum level of qualifications required for this job

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| --- | --- | --- |
| Qualifications Required | **Subject** | **Essential/**  **Desirable** |
| A’level or equivalent | Any relevant subject | Essential |
| GCSE or equivalent | Any relevant subject | Essential |
| Degree or equivalent | Any suitable subject | Desirable |

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

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| --- | --- | --- |
| Identify | Describe | Essential/Desirable |
| **Knowledge** |  |  |
| Social media | Knowledge of using social media networks. | E |
| CMS | Knowledge of using CMS. | E |
| Visual resources | Knowledge of using video and images for online and the ability to file, store and  provide suitable reference details for their location | E |
| Analytics | Knowledge and previous use of analytic  tools to monitor the effectiveness of online mediums | D |
| Data protection, discrimination and equality legislation | Knowledge of how legislation affects the working use of online tools and how the public sector can achieve best practise | D |
| **Skills** |  |  |
| Communication | Excellent written skills with ability to adopt style to audience and medium | E |
| Proof-reading | Ability to proof read and edit with a keen eye for detail | E |
| Horizon scanning | Ability to detect issues as they develop | E |
| IT | Good working knowledge of Microsoft Office packages. | E |
| Organisational skills | Good organisational skills with the ability  to work independently and to tight deadlines. | E |
| Coding | Ability to code for online mediums to improve the display of contents. | D |
| **Experience** |  |  |
| Digital communications | Experience of working in a digital communications environment and managing content standards or a style guide | E |
| Web management | Experience of web content management, maintenance and development. | D |
| Partnership working | Experience of working with partners with competing goals, timescales and messages to achieve a coherent voice | D |
| Local Government | Experience of having worked for a local authority or public sector body | D |
| 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. | |