

JOB DESCRIPTION & PERSON SPECIFICATION

Director Area: Resources

Job Ref Number: 04321

Service Area: Communications and Engagement

Grade: G6

Job Title: Digital Communications Support Officer

PURPOSE OF JOB:

Contribute to the delivery of services for area of responsibility. Assist, as appropriate, with:

- Embedding new ways of thinking and working
- Developing and maintaining strong, positive working relationships with commissioners, their teams/partners and across service areas as appropriate
- To provide day to day leadership, advice and guidance to services team in the council and/or work within own area of responsibility.

To provide digital content which supports and enhances the work of the council, including video production and photography, for use across multiple channels.

To update websites, social media, and other digital channels as required by the digital engagement lead.

Continuously look for synergies and efficiency savings across area of responsibility.

To support with editorial oversight of the council's websites and educate all staff in how to create and maintain engaging digital content across multiple platforms. Also, to ensure that this content fully adheres to the content policy and council's branding guidelines.

To support day-to-day maintenance of the council's websites, working closely with staff in the team to manage the efficiency of data, search engine optimisation, and analytics.

To provide detailed analysis and advice on ways to improve digital engagement within all service areas, both internally and externally.

STRUCTURE CHART:



MAIN DUTIES:	
1.	To create digital content which supports the aims of the digital and communications team such as video, photographs for the use on social media and websites.
2.	To support the digital engagement team in writing and developing digital communications strategies by identifying potential opportunities for digital engagement.
3.	To continually review and support, improve and adapt existing website pages, and digital platforms, determining the changing needs of our users.
4.	<p>To create and capture video, audio and photographs:</p> <ul style="list-style-type: none"> • Production of videos primarily for social media channels but with a view to editing appropriately for other digital channels. • Identifying opportunities in council campaigns which could benefit from videos. • Sourcing new audio and cutaway footage for stock library. • To take or source photographs which will enhance our users' experience and understanding of the council's information or campaigns and adding them to the relevant channels. • To maintain and monitor interactions and engagement from posted digital content. Be an advocate and lead on new trends and ideas to develop further engagement. • To identify other areas/publications to promote the images/videos on social media. • Be proactive and create digital material based on press releases, upcoming events, supporting communications, engagement, consultations. strategies and additional needs. • Lead and manage incoming questions, queries or design using knowledge and skills when working with relevant service areas.
5.	Help to improve and manage analytics and digital engagement for the service.
6.	To develop usage and training guides for each of the above. Document processes and reporting.
7.	To help update and maintain the social media strategy working with the Digital Communications Officers, and Digital Engagement Lead.
8.	To assist with occasional workshops with all council social media account holders to share best practice, latest thinking and tips for excelling in digital engagement.
9.	To monitor upcoming developments in digital engagement to enable LCC to become early adopters and national trailblazers.
10.	<ul style="list-style-type: none"> • To lead and manage individual projects allocated by the Digital Engagement Lead for the development of effective and innovative external and internal and digital communications campaigns. • To support the development of effective measurement for, and assist in regular monitoring and evaluation of, external and internal communications channels and events.

	<ul style="list-style-type: none"> • To ensure that digital accessibility standards are met across all external and internal communications channels. • To develop, document and maintain the processes associated with this post. • To perform such duties as are deemed necessary by the Digital Engagement Lead. • To prepare reports for council meetings and senior managers when required.
11.	<ul style="list-style-type: none"> • Providing day to day leadership as appropriate to deliver the agreed priorities, working collaboratively with commissioning teams. • Coach/mentor teams/colleagues as appropriate to embed new ways of thinking and working. • Maximising the impact of resources and value for money to achieve improved outcomes for the council. • Ensure effective performance management to deliver outcomes in line with service delivery contracts. • Deliver a personal portfolio of projects and/or specific work.
12.	Understand and work with the services as appropriate, developing and maintaining relationships with senior officers and executive councillors, commissioners, service users, stakeholders, partners and potential providers.
13.	Contribute to work with Digital Communications Officers and Strategic Communications Leads to ensure a robust approach to data analysis and forecasting for planning effective communications.
14.	Contribute to the council's statutory obligations and where appropriate any national and local performance indicators to plan effective communications for service areas.
15.	Operate frameworks for Quality Assurance, using agreed appropriate performance standards and review processes with Digital Engagement Team and service areas, and monitor delivery against key communications and engagement objectives.
16.	Ensure council resources are optimised and utilised effectively and efficiently.
17.	Look to continuously improve services in area of responsibility, identifying where possible, value for money savings and managing within allocated budgets.
18.	Act as a role model to others helping them to manage uncertainty and to respond positively and creatively to changing expectations.
19.	As an employee, create a positive image of the county council.
20.	Deliver excellent customer service, incorporating the council's equality and diversity objectives and supporting the council to achieve best practice in all it delivers.
21.	Remain up to date and compliant with all relevant legislation, organisational procedures, policies and professional codes of conduct in order to uphold standards of best practice.

22.	Take personal responsibility for contributing to organisational transformation and changes in ways of working, maximising the benefits and efficiencies for both internal and external customers, including the promotion and use of self-service to achieve maximum cost effectiveness.
23.	Contribute to the development of individuals across the council coaching, mentoring and motivating staff to achieve performance excellence.
24.	Provide expert digital communications advice and guidance as appropriate for own area of expertise.

PERSON SPECIFICATION:

Requirements	Where identified*	Essential	Desirable
Experience of digital communications channels and campaigns along with professional knowledge and practical experience of planning for internal and external communications.	A I	X	
Ability to develop innovative and creative communications with photography and video.	A I	X	
Strong capability with social media management, monitoring and moderation. With the ability to understand and research web and campaign analytics.	A I	X	
Understands brand identity, and the importance of brand integrity in delivering communications.	A I	X	
To be able to identify the potential and timing for the integration of digital platforms within internal or external projects.	A	X	
Experience of creating and maintaining web pages, social media accounts.	A I	X	
Excellent communication and interpersonal skills are essential particularly the ability to create, maintain and motivate effective working relationships.	A I	X	
High level of creativity needed to develop innovative communications and events.	A	X	
Ability to prioritise workloads and work to tight deadlines.	I	X	
Excellent written, verbal and presentation skills.	A I	X	
Ability to work effectively in a team and on own initiative	I	X	

Diplomacy, tact, and political judgement to deal with contentious issues.	A I	X	
Awareness of best practice digital communications, tools and emerging communications channels.	A I	X	
Production of videos and ability to edit professional engaging digital content.	A I	X	
Experience and using platforms in Adobe Creative Cloud, Microsoft Office, marketing platforms, and design platforms.	A I	X	
Ability to take an accurate brief and advise services on communication issues.	A		X
Understanding of the law relating to copyright, digital accessibility and publicity in local government.	A		X
Ability to identify the most appropriate means of communication particularly in transforming internal documents into ones suitable and effective for online use.	A		X
Understanding of the role of communications in local government.	A		X
Ability to take an accurate brief and advise clients on communication issues and provide creative cost-effective solutions.	A I		X
Have a broad understanding of the council's policies.			X
Ability to accurately and quickly summarise complex reports and website/social media analytics	A		X
Awareness of the political system in local government	A		X

*A = Application form T = Test/Assessment I = Interview P = Presentation

GENERAL

The postholder is required to take personal responsibility for contributing to organisational transformation and changes in ways of working, maximising the benefits and efficiencies for both internal and external customers, including the promotion and use of self-service to achieve maximum cost effectiveness.

The postholder is expected to work to the Lincolnshire County Council Core Values and Behaviours and to carry out the duties in accordance with Lincolnshire County Council policies.

Other Duties - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

Safeguarding -. All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Lincolnshire County Council Safeguarding Policy. In addition employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.