

JOB DESCRIPTION

JOB TITLE:	Assistant Digital Communications Officer	JE NUMBER: A13118
DIRECTORATE:	Corporate	BAND: 5
RESPONSIBLE TO:	Communications and Marketing Manager	
RESPONSIBLE FOR:	N/A	
MAIN PURPOSE OF POST:	To assist the head of communications and marketing manager and wider team to provide the council with an effective digital communications and marketing service, based on creative and innovative content, to deliver the external and internal communication strategies.	

DUTIES AND RESPONSIBILITIES:

Duties and responsibilities must be undertaken to comply with council policies/procedures.

	To assist in the development and implementation of corporate and service level strategies, plans, campaigns and events; taking the lead on projects as requested.
	To maintain the council's core social media channels on a day to day basis, with support from the wider team, to effectively engage audiences in the key functions and priorities of the council; this includes the creation and scheduling of content, monitoring and responding to customer comments and enquiries, and contributing to ongoing evaluation.
	To support the Digital Content Editor to manage and evaluate the council website, intranet and microsites as required.
	To plan and deliver engaging and trusted factual content across various platforms, including social media, the website and intranet, in line with the council's values and campaigns.
	To assist in managing the administrative functions of the council's digital platforms and maintain a strong working relationship with key stakeholders.
	To play an active role in the council's emergency response team to communicate live messages to the media, staff and public through a variety of channels – as directed by the head of communications and marketing and the wider team.
	To assist with performance management of the various platforms including identifying measures, agreeing targets and measuring and reporting results to appropriate groups, including users, elected members and the public.
	To consistently monitor the council's corporate social media feeds and respond effectively, professionally, and sensitively to enquiries, in collaboration with the wider team, and council service teams.

	To plan and write content for internal and external audiences both online and in print (to include online articles, press releases and other corporate publications) in support of the wider team, as needed.
	To support the development and management of the council's email marketing systems, including database management.
	To support with the development of digital graphics and infographics as required, working alongside the council's graphic design team.
	To produce and edit videography and photography as required, as part of the digital content plan.
	To keep up to date with industry best practice, including collaborative working and information sharing with other councils and partner organisations.
	To champion, co-ordinate and enforce the usage of the council's style guide and corporate branding to ensure consistency across the council.
	To prepare briefing notes and presentations for a variety of audiences as required.
	Represent the service and council at a range of key internal and external meetings related to the areas of key responsibility.
	To act as an adviser to employees, managers and elected members in relation to the areas of responsibility.
	To assist in the development of standards and policies for the day-to-day management of the council's digital communication channels.
	To help council staff and members define their communication needs and identify the most effective digital communication methods to achieve this, in line with corporate policies, processes and priorities.
	To work with colleagues in the communications and marketing service to develop integrated communications and marketing campaigns that add value, through the use of digital content for both internal and external communication.
	To provide advice, training and support to content editors, users and decisionmakers; advising about the best practice in digital and social media, educating and disseminating the opportunities and advantages of all available digital channels.
	Contributing to the forward planning of the Communications and Marketing service including team plans, resource planning and strategies.
	Utilising skills, knowledge and experience to assist the wider policy and communications service and other services on specific projects and during peak demand periods.
	Any other duties which are similar/equal to the responsibility and grade of the post.
	Although primarily focused on digital communications, the post holder will

	also be required to support the wider communications team with written projects for publication as needed, as well as attending council events as requested.
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GENERAL – To be aware of and implement the following:				
Equalities – The council’s Equality and Diversity Policy which sets out the council’s commitment to advancing equality and social inclusion while celebrating the diversity within our communities.				
Code of Conduct – All employees of Chesterfield Borough Council must comply with the Employees’ Code of Conduct.				
Health and safety – To comply with the Health and Safety at Work etc. Act (1974) and carry out all duties in accordance with the Council’s Health and Safety policy.				
Staff Development - The council's Performance and Development Review is an integral part of Chesterfield Borough Council’s performance management framework as well as a key employee development procedure. You will be required to undertake any training required for the job role.				
Data Protection – All employees must adhere to the requirements of the General Data Protection Regulations (GDPR) and the Data Protection Act 2018 in respect of confidentiality and disclosure of data.				
Safeguarding Children and Vulnerable Adults - The council has both a moral and legal obligation to ensure a duty of care for children and vulnerable adults across its services. We are committed to ensuring that all children and vulnerable adults are protected and kept safe from harm, and we have a responsibility to safeguard and promote well-being.				

SPECIAL FEATURES OF POST:				
Political Restriction	YES	X	NO	
Vetting Checks e.g Disclosure and Barring Service (DBS)	YES		NO	X
Flexible approach to time of work, with ability to work evenings and weekends as required by the needs of the service.	YES	X	NO	
You may be required to carry out those duties at your present workplace or at another council venue.	YES	X	NO	

It is the council's intention that this job description is seen as a guide to the main areas and duties for which the job holder is accountable. However, as the work that the council changes the job holder's obligations are also bound to vary and develop, so the job description should be seen as a guide and not as a permanent, definitive and exhaustive statement. This job description is non-contractual.

PERSON SPECIFICATION

JOB TITLE:	Assistant Digital Communications Officer	JE NUMBER:	A13118
DIRECTORATE:	Corporate	DATE:	25 March 2021

KNOWLEDGE / SKILLS / ABILITIES		Assessment Method
-		Application Form, Presentation, Scenario based Exercise, Interview, Qualification / Certificates
Essential		
•	High standard of written English, proof reading and editing skills.	AF
•	Digital communication skills and an ability to communicate at all levels online, in person, on the telephone and in writing.	AF
•	Negotiation and persuasion skills to encourage changes in message and behaviour.	AF / I
•	Ability to pro-actively handle enquiries relating to digital communications (and the wider communications team) including professional, efficient, diplomatic and accurate responses, with assistance from the communications and marketing manager.	AF / I
•	The ability to understand complex, sensitive and technical information and relay in a format appropriate for a variety of audiences.	AF / I /SBE
•	Ability to develop content for a variety of different audiences including social media, websites, intranet, press releases, features and publications, with direction from the communications and marketing manager.	AF / I /SBE
•	The ability to develop and manage a range of projects including innovative communication and marketing campaigns and events using a variety of digital methods including video.	AF / I
•	The ability to use a range of IT packages including Word, Excel and PowerPoint.	AF
•	Ability to manage your own workload, prioritising where necessary.	AF / I
•	Ability to film and edit videos at council events, as well as take photos as required for online use, and to feed into other wider communications focused projects.	AF / I
•	Excellent understanding of current digital technologies, including content management systems and HTML.	AF

•	Willingness to work flexibly to meet deadlines, which may involve weekend and out of hours working to attend meetings, events and provide emergency communications response.	AF / I
•	Ability to manage and meet tight deadlines.	AF / I / SBE
Desirable		
•	Knowledge of copyright laws, Freedom of Information, GDPR, data protection, accessibility and other appropriate legislation.	AF
•	Understanding of style sheets and underlying web technologies.	AF
•	Knowledge of the use of targeted digital social media platforms, including WhatsApp and hyperlocal online community groups and platforms	
EXPERIENCE		
Essential		
•	Experience of maintaining social media feeds, internet and intranet sites.	AF / I
•	Experience of video production including recording interviews and editing content using DaVinci Resolve or similar.	AF / I
•	Experience of advising colleagues ahead of internal / external communications required.	AF / I
•	Experience of supporting corporate and service level strategies, plans, events and digital campaigns.	AF / I
•	Experience of photography for multiple platform application.	AF / I
•	Assisting in developing and implementing digital strategies, plans, events and campaigns.	
•	Experience of coordinating and enforcing corporate branding usage.	AF / I
Desirable		
•	Experience of email marketing platforms and their application, including database management and evaluation.	AF / I

•	Experience of working in a press office / communications and marketing team, undertaking a similar role.	AF
•	Experience of working with elected members and senior staff within a political organisation.	AF
•	Experience of assisting in a public sector emergency planning response team to communicate live messages to the media, staff and employees.	AF
QUALIFICATIONS		
Essential		
•	Relevant professional experience or qualification e.g. digital marketing diploma / relevant communications focused apprenticeship (demonstrable equivalent skills and experience will be considered).	AF
•	Evidence of continuing professional development.	AF
•	5 GCSEs at grades 9 to 4 (A* to C), or equivalent, including English and Maths.	AF
Desirable		
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OTHER REQUIREMENTS		
Essential		
•	To display the council's values and behaviours when carrying out the job role.	AF / I
•	To perform the job role in accordance with the specified level of the council's Competency Framework.	AF / I
•	Commitment to self-development, service improvement and organisational effectiveness.	AF / I
COMPETENCY REQUIREMENT:		
Seeing the Big Picture	Seeing the big picture is about having an in-depth understanding and knowledge of how your role fits with and supports the council plan and the wider public needs and the national interest. For all staff, it is about focusing your contribution on the activities which will meet the	Interview
Level: 1		

	<p>council goals and deliver the greatest value.</p> <p>For leaders, it is about scanning the political context and taking account of wider impacts to develop long term implementation strategies that maximise opportunities to add value to the customer and support economic, sustainable growth.</p>	
Changing and Improving	<p>People who are effective in this area take initiative, are innovative and seek out opportunities to create effective change. For all staff, it's about learning from what has worked as well as what has not, being open to change and improvement, and working in 'smarter', more focused ways.</p> <p>For leaders, this is about creating and encouraging a culture of innovation and allowing people to consider and take informed decisions. Doing this well means continuously seeking out ways to improve policy implementation and build a leaner, more flexible and responsive council. It also means making use of alternative delivery models including digital and partnership approaches wherever possible.</p>	Interview
Level: 1		
Making Effective Decisions	<p>Effectiveness in this area is about using sound judgement, evidence and knowledge to arrive at accurate, expert and professional decisions and advice. For all staff it's being careful and thoughtful about the use and protection of council and public information to ensure it is handled securely and with care.</p> <p>For leaders it's about reaching evidence based strategies, evaluating options, impacts, risks and solutions and creating a security culture around the handling information. They will aim to maximise return while minimising risk and balancing a range of considerations to provide sustainable outcomes.</p>	Interview
Level: 1		
Leading and Communicating	<p>At all levels, effectiveness in this area is about showing our pride and passion for public service, communicating purpose and direction with clarity, integrity, and enthusiasm.</p> <p>It's about championing difference and external experience and supporting principles of fairness of opportunity for all. For leaders, it is about being visible, establishing a strong direction and persuasive future vision; managing and engaging with people in a straightforward, truthful, and candid way.</p>	Interview
Level: 1		
Collaborating and Partnering	<p>People skilled in this area are team players. At all levels, it requires working collaboratively, sharing information appropriately and building supportive, trusting and professional relationships with colleagues and a wide range of people within and outside the council, whilst having the confidence to challenge assumptions.</p>	Interview
Level: 1		

	For senior leaders, it's about being approachable, delivering business objectives through creating an inclusive environment, welcoming challenge however uncomfortable	
Developing self and others	Effectiveness in this area is having a strong focus on continuous learning for oneself, others and the organisation. For all staff, it's being open to learning, about keeping one's own knowledge and skill set current and evolving. For leaders, it's about investing in the capabilities of our people, to be effective now and in the future as well as giving clear, honest feedback and supporting teams to succeed. It's also about creating a learning and knowledge culture across the organisation to inform future plans and transformational change	Interview
Level: 1		
Delivering Value for Money	Delivering value for money involves the efficient, effective and economic use of taxpayers' money in the delivery of public services. For all staff, it means seeking out and implementing solutions which achieve the best mix of quality, and effectiveness for the least outlay. People who do this well base their decisions on evidenced information and follow agreed processes and policies, challenging these appropriately where they appear to prevent good value for money. For leaders it's about embedding a culture of value for money within their area/function. They work collaboratively across boundaries to ensure that the council maximises its strategic outcomes within the resources available	Interview
Level: 1		
Managing a Quality Service	Effectiveness in this area is about valuing and modelling professional excellence and expertise to deliver service objectives, taking account of diverse customer needs and requirements. People who are effective plan, organise and manage their time and activities to deliver a high quality, secure, reliable and efficient service, applying programme, project and risk management approaches to support service delivery. For leaders, it is about creating an environment to deliver operational excellence and creating the most appropriate and cost effective delivery models for public services	Interview
Level: 1		
Delivering at Pace	Effectiveness in this area means focusing on delivering timely performance with energy and taking responsibility and accountability for quality outcomes. For all staff, it's about working to agreed goals and activities and dealing with challenges in a responsive and constructive way. For leaders, it is about building a performance culture	Interview

Level: 1

where staff are given space, authority and support to deliver outcomes. It's also about keeping a firm focus on priorities and addressing performance issues resolutely, fairly and promptly