

Role Profile

This section provides key information relating to the role

Job Title:	Communications Officer (Digital)		
Post No:	P01756	Grade:	G
Team:	Communications, Marketing & Engagement	Location:	Campus East
Responsible to:	Senior Communications Officer		

Overall job purpose:

To work as part of a team managing and enhancing the council's reputation, and actively promoting its services, support, events, opportunities and facilities through a range of communication channels. Although the focus of this role will be on the council's digital channels, the postholder will provide resilience to the whole of the council's integrated communication and marketing service.

Key areas of focus:

1.	Digital content creation and delivery across a range of platforms, including social media channels, email and areas of the council's website and intranet as required.
2.	Take ownership of ONE Welwyn Hatfield (one.welhat.gov.uk), driving it towards its target of becoming the leading site for news, events and updates from around the borough.
3.	Ensure the council's reputation is upheld, and its brands are consistently represented across all digital platforms.
4.	Support the communications, PR, and commercial and social marketing activities of the council and its brands, researching emerging digital developments and trends and making recommendations as and when opportunities arise.
5.	Review digital analytics on the council's digital platforms, producing regular reports and ad hoc analysis of digital campaigns.
6.	Promote the council's priorities and services by engaging with and developing relationships with online groups and communities.
7.	Produce and edit video content for all internal and external digital platforms.
8.	Write news releases/statements for the council website, local media and national trade press, liaising with colleagues and councillors; attend/manage photocalls; develop effective media relations.

9.	Act as a council spokesperson when handling media enquiries and coordinating responses on behalf of the council, when necessary.
10.	Advise senior officers and members on communication issues, and coordinate and brief Executive Members and/or Corporate Directors for interviews with broadcast media.
11.	Contribute to the development and implementation of communications and marketing strategy and plans, and the council's PR and social media forward plans.
12.	Support the preparation and production of internal communications copy and materials as required.
13.	Promote equality and diversity in the workplace and in the services of the Council and to deliver the Council's equalities and diversity priorities.
14.	The ability to converse with ease with other staff and members of the public and to provide advice in accurate spoken English is essential for this post.
15.	Any other duties that are commensurate with the level and grade of this post.

Role Requirements

The following outlines the criteria for this post.

Criteria	Essential	Desirable	Assessment Criteria
Qualifications and experience			
A degree (or equivalent) and successful experience in a digital media, PR, or communications role in local government.	x		AP/IN
Experience of using web content management systems, social media platforms, desktop publishing packages and video editing software in a professional capacity.	x		AP/AS/IN
Experience of writing copy for traditional and digital communication channels including websites, social media, printed magazines and e-newsletters.	x		AP/AS/IN
Experience of writing press releases and liaising with local media.		x	AP/AS/IN
Knowledge			
Understanding the role of digital communications channels as part of an integrated communications and marketing service, and recognising its benefits and limitations.	x		AP/AS/IN
Knowledge of different social media channels in public sector.		x	AP/AS/IN
Knowledge of using analytical tools to monitor and evaluate digital communications and marketing campaigns.	x		AP/AS/IN
Skills and abilities			
Ability to think creatively and bring a fresh approach to problems, with the confidence to present innovative ideas to senior officers and the corporate management team.	x		AP/IN
Take responsibility for monitoring relevant social media, responding to queries and comments and/or liaising with managers/heads of service as appropriate.	x		IN

Confident in recommending, delivering and evaluating advertising and other paid content across social and other digital media platforms.	x		IN
Ability to remain calm under pressure and manage competing priorities, prioritising your own workload and working independently under tactical and strategic guidance.	x		AS/IN
Excellent oral and written communication skills, with proven ability to create/edit engaging copy and artwork, simplify complex information, and understand how to use visual communication effectively.	x		AS/IN
Other attributes			
To be prepared to manage social media channels, including as a page admin, via personal accounts.	x		AP/IN
To demonstrate an understanding of the principles of equality and diversity, particularly as applied to all forms of digital communications.	x		IN
Ability to maintain tact and diplomacy with officers and members at all levels in what can be a challenging and pressured environment.	x		IN
Occasionally to work outside of stated office hours and attend evening meetings.	x		AP/IN
Able to drive/travel around the borough and to other locations.	x		AP/IN

Our Values and Behaviours



Our CORE values are key to delivering our vision, plans and strategies.

Collaborative	Open	Responsible	Excellent
We work together to get things done	We behave with integrity & fairness	We take responsibility for our actions and decisions	We perform at our best & strive for excellence

It's really important that you have a genuine passion for doing a great job and our behavioural competency framework sets out how we want people to work, ensuring everyone is valued, supported and empowered.

These competencies will be assessed throughout the recruitment and selection process, as well as part of your ongoing development and progression.