



Job Title: Digital Communications Executive	Role Profile Number: ENN50
Grade: M	Date Prepared: 28 June 2021
Directorate/Group: Communications	Reporting to: Communications Lead – Campaigns
Structure Chart attached:	No

Job Purpose

The purpose of this role is to deliver a first class range of communications outputs, with a particular focus on digital channels, to contribute to a varied range of projects at one time. This role will manage the Council’s social media channels, overseeing and implementing key actions from the Social Media Strategy. This role will also oversee the Council’s range of external e-newsletters to make sure these meet the needs of recipients.

As part of the Communications Team, a key aspect of this role will also be to ensure that all communications activity is evaluated as to its impact and lessons learned.

Key Accountabilities

- Develop, maintain and update Swindon Borough Council’s digital channels including production of engaging content to meet the needs of the target audience and responding to comments in a timely and appropriate way
- Deliver key actions from the Council’s Social Media Strategy, supporting and coaching other team members to produce digital content according to the latest best practice
- Provide support and advice to other members of the Communications Team as to the digital approach for campaigns and project activity
- Analyse and present data from our digital platforms, and use this insight to recommend and implement changes for improvement
- Proof and edit digital communications content to ensure it is as good quality as possible
- Provide advice to colleagues across the organisation to aid the use of these channels as external communications tools
- Benchmark against other digital platforms to identify trends, styles and best practice for Swindon Borough Council
- Compile, analyse and produce market intelligence on the most effective marketing channels for

particular campaigns. This should include the use of paid-for methods such as Facebook advertising and/or Google Adwords

- When required, film, edit and publish videos to be used across digital channels
- Oversee the Council's external e-newsletters, coaching and advising producers of these as to best practice and suggest improvements to ensure these are as good quality as possible
- Interpret complex information to produce quality campaign material with minimal guidance.
- Evaluate the impact of campaigns, including impact on audience, resource requirements, risks and campaign costs.
- Communicate with and develop good working relationships with a range of people such as clients, senior managers and key contacts from partner organisations in order to provide relevant information related to campaigns
- Support the Senior Designer with graphic design work if required

Knowledge & Experience

Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:

- Relevant theoretical and practical knowledge of processes, procedures and policies associated with working within a busy communications service.
- Knowledge of digital communication methods, such as social media (including paid-for opportunities) and e-newsletters, to effectively contribute to varying campaign objectives.
- Demonstrable experience of working on a variety of communications activities in a rapidly changing environment.
- Technical skills will include: managing social media channels (Twitter, Facebook, Instagram, LinkedIn and/or NextDoor), video filming and editing, use of e-newsletter production system. Advantageous if skilled in graphic design to produce industry-standard graphics and multimedia software such as Adobe Creative Suite – Photoshop, Illustrator, Indesign.
- Comfortable in providing advice on best ways of achieving campaign objectives, depending on the target audience. Also comfortable in providing feedback to colleagues (both within the team and across the organisation) when proposed digital content is not of a high enough standard or is not going to be effective on our channels, offering alternative suggestions and solutions.
- Experience of dealing with a range of people and services and working on more than one campaign at a time.
- Excellent literacy and numeracy skills in order to understand and interpret research data and customer feedback and present analysis in the most appropriate way.

Qualifications

- Relevant degree or equivalent qualification eg, NCTJ or equivalent experience.

Decision Making

- Strong problem solving skills with the ability to anticipate problems and resolve issues independently,

- and make sound, pragmatic decisions.
- Ability to manage and prioritise workloads effectively in response to changing demands.

Creativity and Innovation

- Self-motivated with a ‘can-do’ attitude, able to drive quality pieces of work and creativity.
- Ability to develop creative ideas and editorial across all forms of communication and editing input for a range of platforms.
- Ability to write effectively for a range of audiences and communication channels including for the web and social media.

<p><u>Job Scope</u></p> <p>Number and types of jobs managed</p> <ul style="list-style-type: none"> • N/A • <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • • • 	<p>Budget Holder</p> <p>Responsibility</p> <p>Asset Responsibility:</p>	<p>No</p> <p>.</p> <p>N/A</p>
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Contacts and Relationships

(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)

- Communications Leads
- Other members of the Communications Team
- Heads of Services
- Key service campaign leads
- Senior managers
- Cabinet Members
- Communications leads from partner organisations

Values and Behaviours

We strive to underpin our culture of being ‘At our Best’ through strong management and authentic leadership. This means getting the management basics right. We own and demonstrate accountability, both individually and collectively, and aim to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours, by displaying:

- Accountability at all levels
- Customer care and pride in what we do
- Continuous learning and evaluation
- Valuing one another and the contribution each of us makes

Other Key Features of the role

(working environment / emotional / conditions i.e. regular outside work, unpleasant or hazardous conditions, practical demands such as standing, carrying or working in constrained positions, potential verbal abuse and aggression from people, or risk of injury).

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name::
Date:	