

# DIGITAL COMMUNICATION ENGAGEMENT ADVISOR

## Role Profile



<b>Title</b>	Digital Communication Engagement Advisor	
<b>Grade</b>	GRADE H	
<b>Reference:</b>	N1008	
<b>Reports to:</b>	Communication and Engagement Manager	
<b>Work style Definition</b>	Office based hot-desk/touch down worker	
<b>Job Type:</b>	Professional	
<b>Primary purpose of role</b>	<p>Support the delivery of effective two-way communication between the organisation and external stakeholders by developing and implementing a full range of digital channels, including social media, electronic publications, video, web content, online forums.</p> <p>Provide professional advice to departments on digital media approaches and techniques through a Council-wide community of practice.</p>	
<b>Key accountabilities and key measures</b>	<b>Role outcomes</b> <ul style="list-style-type: none"> <li>▪ Successfully support the development, implementation and evaluation of external communications across the organisation by providing expert advice and support in digital media. (50%)</li> <li>▪ Act as the external/media communications advisor to provide support to departments on all aspects of digital media. (20%)</li> <li>▪ Ensure that the approach to using digital media to deliver effective communication strategies and plans is consistent across the organisation. (30%)</li> </ul>	<b>Role measures</b> <ul style="list-style-type: none"> <li>▪ The use of digital media to deliver communication plans is aligned across departments.</li> <li>▪ Advice is available to departments in a timely way.</li> </ul>
<b>Key activities</b>	<ul style="list-style-type: none"> <li>▪ Work as part of a team to promote positive and effective external communications and the delivery of the Strategic Communications Strategy across the organisation and wider stakeholders, providing expert knowledge on digital media to deliver stakeholder engagement and mapping and communication planning and delivery. Evaluate the Council's social media activity using tools, processes and metrics (30%)</li> <li>▪ Provide expert advice and guidance as required to departments, services and stakeholders in the development of digital strategies and plans. (10%)</li> </ul>	

	<ul style="list-style-type: none"> <li>▪ The development and inputting of plans to relevant systems to ensure dependencies are identified. (20%)</li> <li>▪ Produce engaging digital media content using high quality email newsletters, videos, imagery, animations and infographics and work with and support communications colleagues in delivering effective campaigns</li> <li>▪ Monitor digital and social media channels and ensure accurate and timely responses are made to enquiries and comments. (15%)</li> <li>▪ The planning and delivery of training to key stakeholders. (15%)</li> <li>▪ Advise on and champion the use of Plain English and the effective use of language on different digital media channels. (10%)</li> </ul>
<b>Essential qualifications/ knowledge</b>	<ul style="list-style-type: none"> <li>▪ Educated to degree standard in a related discipline or equivalent related experience.</li> <li>▪ Specialist knowledge of digital communication and engagement techniques, including the planning and evaluation of digital campaigns.</li> <li>▪ Relevant understanding of the city's ambitions and plans.</li> <li>▪ Applied and theoretical knowledge of communication, marketing and engagement.</li> <li>▪ Extensive knowledge of and understanding of multichannel communications and the latest trends in digital and social media.</li> <li>▪ Technical knowledge of using a range of digital media tools, including SEO, video editing and apps for generating high quality social media content.</li> <li>▪ Knowledge of how to use digital and social media at a corporate level.</li> </ul>
<b>Desirable qualifications/ knowledge</b>	<ul style="list-style-type: none"> <li>▪ In depth awareness of how media works and media law.</li> <li>▪ High level of political awareness and understanding.</li> </ul>
<b>Essential experience</b>	<ul style="list-style-type: none"> <li>▪ Experience of developing and implementing digital and social media content in a marketing, public relations, communications or journalism role.</li> <li>▪ Experience of developing and implementing digital marketing, promotional strategies.</li> <li>▪ Experience of working across one or more departments.</li> <li>▪ Experience of developing project plans.</li> <li>▪ Experience of delivering proactive and positive campaigns using a wide range of digital tools</li> <li>▪ Experience of working within a highly pressurised and political environment.</li> </ul>
<b>Desirable experience</b>	<ul style="list-style-type: none"> <li>▪ Experience of working in a busy corporate environment.</li> <li>▪ Experience of working in a political environment</li> </ul>
<b>Essential skills</b>	<ul style="list-style-type: none"> <li>▪ Excellent social media skills – with an in-depth understanding of how to use platforms such as Twitter, Facebook and Instagram</li> <li>▪ Excellent writing skills to produce effective content tailored for a range of digital media channels. Good video editing skills.</li> <li>▪ Good ability to translate department priorities into messages.</li> <li>▪ Good keyboard skills.</li> <li>▪ Good creative design skills.</li> <li>▪ Awareness of issues affecting local government and local residents.</li> <li>▪ Good communication skills.</li> </ul>
<b>Corporate standards</b>	

- In accordance with Council policies and guidance on information management and security, it is your personal responsibility for data protection, client confidentiality and information governance.
- Act at all times in accordance with appropriate legislation and regulations, codes of practice, the provisions of the Council's constitution and its policies and procedures.
- Work within the requirements of the Council's Health and Safety policy, performance standards, safe systems of work and procedures.
- Undertake all duties with due regard to the corporate equalities policy and relevant legislation.