

Richmondshire District Council

Job Description

JOB TITLE	Digital Engagement Officer	POST NUMBER	RES ICT 12 T
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MAIN PURPOSE OF JOB:

To promote Richmondshire District Council's presence within the community by maximising opportunities to reach a wider audience through our online social media and website channels and to build better awareness and support of the council.

Supervisory/managerial responsibilities:

None

Supervision and guidance:

Reports directly to the ICT, Business Change and Business Support Manager

Range of decision making:

Day to day operational issues concerning own workload.

Responsibility for assets, materials, etc:

Responsibility for providing the support to the Council's communications and Business Improvement Programme.

Range of duties and responsibilities

- Produce and co-ordinate integrated and coherent communications and marketing messages and campaigns across a range of platforms including the new council website, social media channels, the council's intranet and email alert system
- Manage the digital communication content calendar, ensuring that all key messages are relayed to the residents of Richmondshire at the relevant time
- Liaise with all council services to ensure that the brand and key messages are communicated effectively to the resident of Richmondshire
- Ensure that communications and brand consistency is maintained across all communication platforms
- Drive traffic to the new council website and MyAccount functionality via social media channels
- Research, recommend and implement a new social media platform
- Research emerging social media channels

Content management

- Improve engagement with the residents of Richmondshire by creating and designing content for campaigns such as email marketing, web banners, social media and posters
- Produce and editing video for rich content

Reporting

Work to understand residents needs and behaviours by gathering usage statistics from social media management tools to show exposure and engagement and create improved engagement plans

Digital Support

- Support the Implementation of a new social media strategy, which supports the council's new communications strategy
- Support digital projects, including the ongoing evolution of the new council website and development of a new council intranet

General

- Support the achievement of the Council's objectives through the CASH (Council's Business Improvement Programme) programme
- Challenge current practices and make recommendations for changes needed
- Produce general correspondence, reports, minutes, statistical and graphical information etc using IT and a range of software applications
- Achieve agreed targets, quality standards and service improvements
- You may be required from time to time to undertake comparable duties in other Service Areas
- To demonstrate an acceptance of and commitment to the Council's Equalities and Diversity Policy and all other corporate policies

Contacts:

Members of the Public, Officers of the Council, Members of the Council, Visitors to the Council, External Suppliers, Professional Bodies

SPECIAL CONDITIONS OF SERVICE: None
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COMPILED BY: Caryl James	ASSESSMENT DATE
COMPILED DATE: 26 May 2017	ASSESSED BY: Jo Holland / Julia Wilson
	POST GRADE: Grade 7

Job Description agreed by post holder.....Date.....