 Stockton-on-Tees BOROUGH COUNCIL		JOB DESCRIPTION
Directorate: Corporate Services		Service Area: Communications
JOB TITLE: Digital Communications Officer		
GRADE: J		
REPORTING TO: Communications Manager		
1.	JOB SUMMARY: To provide website and digital communications support to the Communications Service.	
2.	MAIN RESPONSIBILITIES AND REQUIREMENTS	
	1	To support the on-going maintenance and quality assurance of the content published on the Council websites by: <ul style="list-style-type: none"> • Advising the Communications Officers, Information Directory Officers and Media Relations Officers about how best to structure new website content to ensure information is easy for the Council's customers to access and meets the latest WCAG accessibility regulations. • Reviewing new website content produced by the Communications Officers, Information Directory Officers and Media Relations Officers to ensure the latest WCAG accessibility regulations and GOV.UK style guide are adhered to. • Resolving any minor accessibility breaches and keeping the content author informed of any amendments made.
	2	To convert pdfs and word documents into an accessible format.
	3	To monitor the webmaster inbox, work with the Web Support Officer to action any minor updates and ensure the Communications Officers are kept informed about any requests for new content relating to the directorates they support.
	4	To support the SID officers in considering and actioning any requests that are made via the SID inbox.
	5	To monitor national comparators and developments to ensure the continual improvement of the presentation of web content.

	6	To assist in the training and support of members of staff with web content responsibilities where appropriate.
	7	To produce and issue e-newsletters with copy and imagery supplied by Communications Officers with directorate-based responsibilities as requested by the Communications Manager.
	8	To create animations for digital screens as requested by the Communications Officers with directorate focused responsibilities. This is a shared responsibility with the Digital Media Support Officer.
	9	To support the Internal Communications Officer in creating intranet banners and e-signature banners.
	10	To support the Communications Officers in the evaluation and analysis of campaigns using tools such as campaign URL tracking using Google Analytics.
	11	To manage and oversee the development of the Web Support Officer to ensure they deliver a set of clearly understood objectives which are clearly aligned with the objectives of the Service Plan and directorate-based Communications Plans.
	12	To research and develop new and innovative ways of engaging with internal and external audiences via digital media.
	13	To maintain effective working relationships with other departments and external agencies as appropriate.
	14	To maintain and update spreadsheets/service records as necessary.
	15	To work as part of the wider team during events and campaigns to support where necessary.

3. GENERAL

Job Evaluation - This job description has been compiled to inform and evaluate the grade using the NJC Job Evaluation scheme as adopted by Stockton Council.

Other Duties - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties from time to time within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

Workforce Culture and supporting behaviours and Code of Conduct – The post holder is required to carry out the duties in accordance with Workforce Culture and supporting behaviours, code of conduct, professional standards and promote equality and diversity in the workplace.

Shaping a Brighter Future – The post holder will embrace the Council's "Shaping a Brighter Future" programme.


Personal Development – As defined by the Council's Culture Statement, all employees will take responsibility for their own development

Customer Services – The post holder is required to ensure that all customers both internal and external, receive a consistently high quality level of service, commensurate to the standards required by Stockton on Tees Borough Council.

Policies and Procedures – The post holder is required to adhere to all Council Policies and Procedures.

Health and Safety – The post holder has a responsibility for their own health and safety and is required to carry out the duties in accordance with the Council Health and Safety policies and procedures.

Safeguarding – All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Stockton Council's Safeguarding Policy. In addition employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.

	Name:	Signature:	Date
Job Description written by: (Manager)	Kirsty Grundy		18.07.22
Job Description agreed by: (Post holder)

Job Description dated July 2022



PERSON SPECIFICATION


Job Title/Grade	Digital Communications Officer	Grade J
Directorate / Service Area	Corporate Services	Communications
Post Ref:		

	ESSENTIAL	DESIRABLE	MEANS OF ASSESSMENT
Qualifications	<ul style="list-style-type: none"> Graduate or equivalent in Marketing/Digital Communications or directly related area. Relevant professional qualification in Marketing/Digital Communications or equivalent level of directly relevant work related experience. 		Application form
Experience	<ul style="list-style-type: none"> Creating user friendly and accessible web content Working as part of a team/group on projects with timescales and deadlines Experience of using e-newsletters as a marketing and engagement tool Experience of the structure and workings of a large organisation 	<ul style="list-style-type: none"> Experience of producing and editing video content Experience of creating digital artwork/animations/graphics for use across a range of mediums 	Application / Interview

Knowledge & Skills	<ul style="list-style-type: none"> • Knowledge and experience of the WCAG 2.1 AA accessibility regulations • Excellent attention to detail. • Excellent ICT Skills • An articulate and confident communicator, who is able to converse in a pleasant and professional manner • The ability to communicate both orally and in writing to a high standard. • Good interpersonal skills • Ability to appreciate different points of view and potentially varying interpretations of information and situations • Ability to work to tight deadlines, using own initiative where necessary • Ability to research and develop creative solutions 	<ul style="list-style-type: none"> • Knowledge of graphic design software • Knowledge of video editing software 	Application / Interview
Specific behaviours relevant to the post	<ul style="list-style-type: none"> • Demonstrate the Council's Behaviours which underpin the Culture Statement. • Creative & Innovative • Flexible Approach to work • Confidentiality and personal integrity • High personal standards and self-discipline in working to tight timescales • Self-motivated • Political sensitivity 		Application / Interview

	<ul style="list-style-type: none">• Customer focused• Personal effectiveness• Confidence to implement solutions and to challenge traditional thinking• High personal standards of self-discipline in working to deadlines.		
Other requirements			

Person Specification dated July 2022

 Stockton-on-Tees BOROUGH COUNCIL	KNOWN RISKS FOR THIS ROLE
DIRECTORATE: Corporate Services	SERVICE AREA: Communications
JOB TITLE: Digital Communications Officer	
GRADE: J	
REPORTING TO: Communications Manager	

The following are the known risks for this role, more than one may apply. Where there are no known risks this will be indicated.

Known Risk	Yes/No
Is required to work at heights or on ladders	No
Is required to work in confined spaces or unusual environmental conditions where specialist equipment or breathing apparatus is needed	No
Is required to drive a Council vehicle or regularly transporting other person/clients/pupils in own vehicle as part of normal duties	No
Is required to drive an HGV/LGV/PCV/Minibus	No
Is required to undertake agriculture, horticulture or gardening work	No
At risk from noise that might affect an employee's health (will be required to wear ear protection)	No
Will be exposed to vibration likely to be above the exposure action level.	No
Is exposed to hazardous substances as detailed in Appendix 1	No
Is likely to be exposed to asbestos	No
Is at risk of a needle stick injury or human bite or could be exposed to blood, sewerage, bodily fluids.	No
May be exposed to lead or lead based products	No
Will handle food	No
Will require a health assessment for regular night working	No
Will be required to undertake the Display screen equipment training	No
Other known risks – please detail	No
No known risks associated with this role	No

As the manager of this post, I declare that the details above are an accurate reflection of the risks associated with the post.

Signature of Manager:



Date: 23.09.22