

Job Description

Post Title	Multimedia Officer - Digital
Job Evaluation	N9619
Grade	9
Service	Chief Executive's Service
Service Area	Corporate Affairs – Communications, Marketing & Design
Reporting to	Team Leader – Digital Communications
Location	Your normal place of work will be The Rivergreen Centre, Aykley Heads, but you may be required to work at any Council workplace within County Durham
Disclosure and Barring Service (DBS)	This post is not subject to a disclosure.
Flexitime	This post is eligible for flexitime
Politically restricted	This post is not designated as a politically restricted post in accordance with the requirements of Section 1(5) of the Local Government and Housing Act 1989 and by regulations made from time to time by the Secretary of State

Description of role

A key role working across all Communications and Marketing activity (subject to appropriate training and experience) developing, supporting, delivering and implementing a full range of the team's activity.

Duties and Responsibilities

- Inform and deliver all marketing, PR, campaigns and materials and activity in line with the priorities and actions developed by the Team Leaders and Senior Multimedia Officers.
- Protect and enhance the council's brand across all work areas in the wider team and organisation
- Produce the organisation's external and internal publications including Durham County News and Buzz
- Support the development and implementation of the 'Digital First' approach across all the team's functions and activity.
- Support emergency communications including operating and updating digital platforms in and out of normal working hours as required and at a variety of locations, as required.
- Support and coordinate digital media requests aligned to marketing and communications campaigns.
- Develop digital content to be used across all platforms.

- Support on the management and planning and delivery for press/media/reputation/emergency communications and provide advice and guidance to colleagues across the organisation.
- Develop and manage relationships with national and local press and media.
- Support on the development and implementations of the governance and management of the content on the council's web sites and intranet and wider digital platforms.
- Working closely with other service teams particularly IT and customer services to ensure the council's web presence is maximised to support the council's wider needs and supports key strategies such as the 'Digital First' communications strategy and the Customer First strategy.
- Produce high quality digital content for the full range of digital platforms, including video and image galleries.
- Ensure all work is integrated with the wider work within the Communications and Marketing unit.
- Work within the wider team to ensure campaign messages are delivered in a consistent way across all press/PR/digital and marketing activity.
- Protect and enhance the council's brand in all communications activity across the organisation ensuring the council's brand is clear and that there is a consistent tone of voice across all channels and activities.
- Produce external and internal publications including Durham County News, Buzz and Members Update are produced on time, within budget and to a high standard delivering the organisations objectives for such publications.
- Deliver the development and production of other internal communications including the use of the most appropriate media to use for effective delivery.
- Support the operations of the council's social media channels both at your normal place of work and on location as appropriate in and out of normal hours.
- Be part of the council's emergency out of hours' team in accordance with the corporate guidelines and policies.
- Be part of the daily monitoring and evaluation of all media including digital channels as required.
- Contribute to the annual communications and marketing planning process.
- Maintain an awareness of new marketing and communication initiatives and ways of working and seek to identify opportunities to introduce these into existing working practices working with colleagues across the communications and marketing unit.
- Ensure appropriate evaluation of marketing and communication activity and impact on priorities is undertaken in line with agreed approaches.
- Work in collaboration with colleagues across all team areas to ensure agreed objectives and outcomes are delivered.
- Understand and keep up to date with all protocols and strategies within the unit offering ideas to improve these where appropriate.

Organisational Responsibilities

Values and behaviours

To demonstrate and be a role model for the council's values and behaviours to promote and encourage positive behaviours, enhancing the quality and integrity of the services we provide.

Smarter working, transformation, and design principles

To seek new and innovative ideas to work smarter, irrespective of job role, and to be creative, innovative and empowered. Understand the operational impact of transformational change and service design principles to support new ways of working and to meet customer needs.

Communication

To communicate effectively with our customers, managers, peers and partners and to work collaboratively to provide the best possible public service. Communication between teams, services and partner organisations is imperative in providing the best possible service to our public.

Health, Safety and Wellbeing

To take responsibility for health, safety, and wellbeing in accordance with the council's Health and Safety policy and procedures.

Equality and diversity

To promote a society that gives everyone an equal chance to learn, work and live, free from discrimination and prejudice and ensure our commitment is put into practice. All employees are responsible for eliminating unfair and unlawful discrimination in everything that they do.

Confidentiality

To work in a way that does not divulge personal and/or confidential information and follow the council's policies and procedures in relation to data protection and security of information.

Performance management

To promote a culture whereby performance management is ingrained and the highest of standards and performance are achieved by all. Contribute to the council's Performance and Development Review processes to ensure continuous learning and improvement and to increase organisational performance.

Quality assurance (for applicable posts)

To set, monitor and evaluate standards at individual, team and service level so that the highest standards of service are delivered and maintained. Use data, where appropriate, to enhance the quality of service provision and support decision making processes.

Management and leadership (for applicable posts)

To provide vision and leadership to inspire and empower all employees so they can reach their full potential and contribute to the council's values and behaviours. Managers and leaders must engage in personal development to ensure they are equipped to lead transformational change; always searching for better ways to do things differently to meet organisational changes and service priorities.

Financial management (for applicable posts)

To manage a designated budget, ensuring that the service achieves value for money in all circumstances through the monitoring of expenditure and the early identification of any financial irregularity.

The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by your manager.

Person Specification

Attributes	Essential	Desirable
Qualifications	Degree or equivalent or substantial relevant experience.	Management, Communications, Marketing and/or Information Management Qualification.
Experience	- Experience of managing digital projects/campaigns and delivering a strong outcome in communications terms. - Significant experience of social media communications across a range of platforms including live events. - Able to produce high quality videos. - Experience of evaluation methodologies. - Worked as part of a team to deliver specific marketing goals. - Experience of project management. - Experience of working with others within a diverse organisation. - Experience of partnership working in the public and private sector.	- Experience of internet development and management. - Local authority experience or similar political environment.
Skills and Knowledge	- In-depth knowledge of social media and other digital platforms and how this can be used effectively to support business priorities. - Good understanding of marketing and communication evaluation tools and techniques. - Excellent ability to communicate clearly and effectively to a wide range of audiences through a range of media.	Working knowledge of web-based systems.
Personal Qualities	- Energetic, enthusiastic, confident and self-motivated. - Ability to operate under tight pressure timelines. - Organised approach to work. - Customer focussed. - Strong ability to contribute towards effective team working including leading teams. - Innovative approach to problem solving and multi-tasking to a mix of deadlines. - Willingness to work outside of normal office hours. - Committed to the principles of equality and diversity. - Access to a car or means of mobility support (if driving then must have a current valid driving licence and appropriate insurance).	