



| Job description | |
|------------------------|------------------------------------|
| Job title | Digital Communications Officer |
| Grade | E |
| Directorate | Resources |
| Section/team | Communications |
| Accountable to | Digital Content Manager |
| Responsible for | Internal & External communications |
| Date reviewed | June 2018 |

Purpose of the Job

- To work as part of the Communications team to help deliver creative and engaging digital communications to both internal and external audiences.
- Produce high quality copy and content for use on social media, the council's website and intranet, and other digital channels.
- Contribute towards the creation and dissemination of a regular flow of council news, updates and information to key stakeholders using a range of channels.

Duties and Responsibilities

This is not a comprehensive list of all the tasks, which may be required of the post holder. It is illustrative of the general nature and level of responsibility of the work to be undertaken.

- Working as part of the Communications team to create high quality written and multi-media content to raise awareness of the council's priorities, projects, services and events to a range of audiences across a number of different platforms, including various social media accounts.
- Contribute towards the ongoing maintenance of the council's intranet and external websites including www.knowsley.gov.uk and www.knowsleynews.co.uk, creating and uploading content and ensuring the information on those sites remains timely and relevant.



- Offering creative solutions to help maximise the effectiveness of the council's digital communications and keep the council ahead of current trends.
- Contribute to Editorial Planning Meetings working with colleagues to forward plan projects and activity, sharing ideas and knowledge.
- Monitoring the council's social media accounts, responding to queries received and providing regular updates to the Digital Content Manager about the performance of those accounts, using various analytics tools.
- Assist in monitoring media coverage about Knowsley and providing feedback on trending topics, relevant themes or feedback online.
- Work closely with Design colleagues to develop and deliver creative solutions to visually communicate messages and information with key stakeholders.
- Filming and editing basic videos to be used online, conducting interviews to support news stories or campaigns.
- Produce e-newsletters as needed for the council or individual services, managing the relevant databases and helping to increase subscriber numbers.
- Assist in the day-to-day running of the Communications team by producing rotas, ensuring essential tasks are covered.

Health and Safety

- To use equipment as instructed and trained.
- To inform management of any health & safety issues which could place individuals in danger.

Data Protection and Information Security

- Implement and act in accordance with the Information Security Acceptable Use policy and General Data Protection Regulations.
- Protect the council's information assets from unauthorised access, disclosure, modification, destruction or interference.
- Report actual or potential security incidents.

Knowsley Better Together – Staff Qualities



The following qualities have been adopted by the Council and apply to all employees. You are expected to embrace and display these qualities. Your line manager will discuss your behaviour with you, during your My Time and My Time Extra meetings.

- **Integrity.** You are required to be open and honest, maintain high standards of personal behaviour and display strong moral principles.
- **Accountability.** You must take personal responsibility for your actions and decisions and understand the consequences of your behaviour.
- **Communication.** You must listen and talk to others, taking account of other people's points of view. You should share information and strive to work together.
- **Respect.** You must treat people with care and dignity, observing the rights of other people, and helping and supporting others where you can.