

# Hertfordshire County Council Job Outline



<b>JOB TITLE:</b>	Digital Communications Officer
<b>GRADE:</b>	H5 to H8
<b>REPORTS TO:</b>	Senior Content Officer
<b>TEAM:</b>	Media team
<b>DEPARTMENT:</b>	Corporate Communications

## Purpose of the Job

The Digital Communications Officer is an integral role within our busy media team, proactively promoting key aspects of the council's work and as well as ensuring reactive issues are handled efficiently. The corporate communications team's role is to communicate the key priorities that will deliver on this ambition and create the best outcomes for the people of Hertfordshire. This role plays a key part in ensuring the council effectively communicates its vision and work to create a cleaner, greener, healthier Hertfordshire with residents, stakeholders, and partners.

## Main Areas of Responsibility

- To proactively and effectively manage and communicate the key corporate priorities of Hertfordshire County Council by creating and issuing accurate and engaging content across a broad range of social media channels;
- To identify opportunities for positive media content, as well as potential risks to the council's overall reputation, and action as appropriate;
- To ensure that all communication activities conform to the council's media protocols and high standards;
- To take part in the emergency out of hours cover rota;
- To manage the monitoring and evaluation of content across all platforms, including email and social media to ascertain content engagement levels;
- To work with the Senior Content Manager and provide creative and technical support to team members;
- Providing support to the Media Manager and Chief Press Officer where appropriate, and provide in support of key corporate campaigns.

## **Person Specification**

**Please provide a supporting statement which includes examples and evidence of when you have demonstrated the attributes listed below.**

**You will be expected to address each point separately and in the order listed.**

**If you do not complete a full supporting statement in the requested format, your application may be rejected.**

- Minimum of 2 years experience in public relations or media management with a strong track record in performance and delivering positive outcomes or a marketing/communications qualification or relevant degree or significant work experience, which provides an equivalent level of knowledge and expertise;
- A strong news sense, creativity and a good knowledge of how to create engaging content including infographics, short film, imagery and animation;
- An up-to-date knowledge of current best practice in social media management, the role of the web and traditional media;
- Excellent attention to detail in everyday activities, from planning creative work for the next month to drafting written comms or getting the perfect image and video content;
- Ability to work effectively and network with a range of stakeholders including residents, Councillors, colleagues at all levels within the organisation and partners, handling sensitive issues appropriately;
- Excellent communication skills (written and verbal), a strong negotiator who thinks through the tone, method, channel and content that best suits the situation and audience, switching communication and influence style where needed.

## **Diversity and Inclusion**

Hertfordshire County Council is committed to making inclusion part of our DNA, both as a large employer of people and as a provider and commissioner of services.

We strive to positively promote diversity and inclusion across the delivery of services and within our workforce. We want everyone at work, regardless of their background, identity or circumstances to have a sense of belonging to the organisation. We want all employees to feel valued, accepted and supported to succeed at work and reach their full potential. Our Diversity and Inclusion Strategy is available on the internal intranet or from your line manager.

## **Health and Safety**

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

## **Additional Information: Code of Practice on the English Language Requirements for Public Sector Workers**

Public Authorities must ensure that all members of staff in customer facing roles, whatever their nationality or origins, are able to communicate the English language fluently with the general public, verbally and in written format (access needs will be met for those with a disability)