



ADUR & WORTHING
COUNCILS

Job Description

Authority:	ADC / WBC
Directorate:	Chief Execs office
Section:	Comms
Post Title:	Communications Officer (Digital)
Post Number:	42613
Accountable to:	Head of Communications
Management responsibility for:	NA
Authority to liaise with:	Internal / External
Meetings attended on a regular basis:	
Work style	Fixed

Principal purpose of job (role summary)

Working as part of the small Comms Team this role will see you lead on managing the councils social media presence, as well as playing an integral role in the councils communications strategy.

You will be involved in work that supports our mission of changing the narrative of the councils.

Main duties, tasks and responsibilities of post holder

1. Be the lead on the management of the councils social media channels including campaigns, daily community engagement, and analytics/reporting evaluating the impact using a variety of techniques
2. Provide expert advice and liaise with departmental staff to source and update content identifying positive news stories
3. Develop and implement campaigns that help change behaviours, raise awareness or educate
4. Produce briefing documents, media releases, case studies and other copy as required

- 5.** Act as a key point of contact for social media working in collaboration with Customer Services
- 6.** Proactively network with councillors, council staff and key partners
- 7.** Monitor the external environment and relevant policy, parliamentary and political development.
- 8.** To maintain and actively develop good relations with the local, regional and national media.
- 9.** Undertake all duties in accordance with Council policies, in particular those relating to Customer Care and Equal Opportunities.
- 10** Undertake such other duties as may reasonably be allocated to the postholder, which may involve providing assistance in any section of the department as may be required from time to time.
- 11** Undertake any duties regarding health, safety and welfare at work, civil contingencies and business continuity which may reasonably be allocated to the postholder as a result of legislation, codes of practice or Council policies.
- 12** Promote the service and Council positively at all times.

The post holder will be required to undertake such other duties as may be required within the grade and competence of the postholder. Therefore, the list of duties in this job description should not be regarded as exclusive or exhaustive.

Duties will be set out in this job description but please note that the Council reserves the right to update the job description, from time to time, to reflect changes in, or to, the role. The post holder will be consulted about any proposed changes. Significant permanent changes in duties and responsibilities will require agreed revisions to be made to this job description.