

NORTH HERTFORDSHIRE COUNCIL

JOB DESCRIPTION

Date issued: May 2023

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| Job Title: | Digital Communications Officer |
| Service/Unit Area: | Communications |
| Grade: | 6 |
| Hours: | 37 hours |
| Responsible to: | Senior Digital Communications Officer |
| Responsible for: | This post has no staff reporting directly into it. |
| Contacts: | All Council Members and officers, and potentially all staff when involved in public interface. External contacts are media with whom the Council has contact and potentially members of the public |

This is a politically restricted post under the terms of the original Local Government and Housing Act of 1989, Local Government (Politically Restricted Posts) Regulations 1990, and subject to most recent amendment under the Local Government, Economic Development and Construction Act brought into effect on 12th January 2010. See the definition and application to this role at the foot of this job description.

Job Summary:

The post holder will be responsible to the Senior Digital Communications Officer for developing North Hertfordshire District Council's engagement with the community, by using our digital and social media channels to help deliver key messages, build better awareness of the Council, and maximising opportunities to reach a wider audience.

Key Responsibilities:

1 Principal Responsibilities

- 1.1 Create and co-ordinate communications messages, content and campaigns across a range of platforms, including social media channels, email newsletters and the Council's website.
- 1.2 Act as Deputy in the absence of the Senior Digital Communications Officer
- 1.3 Manage a digital communications content calendar, to ensure key messages are relayed to North Hertfordshire residents at the relevant time throughout the year

- 1.4 Liaise with council services to ensure that key messages are communicated effectively to the residents of North Hertfordshire
- 1.5 Ensure that communications and the Council's brand remains consistent across all communication platforms
- 1.6 Research emerging social media channels and make recommendations as and when potential opportunities arise
- 1.7 Regularly review analytics on the Council's social media channels and produce reports on the success of digital campaigns
- 1.8 Promote the Council's priorities and services by engaging with and developing local online groups and communities
- 1.9 Advise staff on the use of social media in their communications, marketing and engagement activity.
- 1.10 Create and edit videos, photos and other media for internal and external audiences
- 1.12 Write and edit copy for the Council's intranet and external website. Act as approver for web content.

2 Staff Management

- 2.1 None

3 Service Management

- 3.1 To review and develop the services for which the post holder is responsible and manage to change, to achieve continuous improvement; to maintain agreed performance targets and to meet the requirements of value for money and the relevant performance management and inspection regimes.
- 3.2 To ensure the service meets the Council's Customer First Standards.
- 3.3 To actively promote the service in order to raise the profile of the Council and demonstrate its value to residents and customers.

4 Financial Responsibilities

- 4.1 To adhere to Financial Regulations and Contract Procurement Rules.

5 Other Responsibilities

- 5.1 To ensure that the Council's Customer Care standards are maintained when dealing with members of the public and internal customers
- 5.2 To attend meetings of the Council or Committees as required
- 5.3 To ensure that all dealings with staff and the public are conducted within the Council's Equal Opportunities framework
- 5.4 To comply with all relevant legislation to ensure effectiveness in the role

- 5.5 To have regard for the duty of care of information (with particular reference to the Data Protection Act and Freedom of Information Act) gained during the course of employment that relates to other employees, the public, contractors, Elected Members etc
- 5.6 To create and maintain authentic, timely and reliable records in relation to your duties. To take due care and attention when gathering, recording and manipulating data and to have regard to guidance issued by the Council in connection with data management
- 5.7 The job holder has a personal responsibility, whilst at work, to preserve and enhance health and safety. They must familiarise themselves with the health and safety aspects of their work and avoid contact which would put at risk the health and safety of themselves and other people including visitors, contractors and members of the public
- 5.8 To be aware of and work in accordance with the councils safeguarding policies and procedures in order to safeguard and promote the welfare of children and adults at risk, and to raise any concerns relating to such procedures which may be noted during the course of duty.
- 5.9 To undertake other duties which may arise or as may be delegated from time to time, commensurate with the skills required for this post

6. Political Restriction

This post is subject to political restriction, which is divided into two categories and relates to the post holder duties, thus;

- Specified posts, including 'deputy chief officers' - since the post holder would be required to deputise for the Head of Service at relevant committee and sub committee meetings to make formal reports, and provide additional policy advice, this constitutes a specified post within this criteria.
- 'Sensitive' posts, which meet one of both of the following duties related criteria,
 - Giving advice on a regular basis to the authority itself, to any committee or sub committee of the authority or any joint committee on which the authority are represented, or where the authority are operating executive arrangements, to the executive of the authority; to any committee of that executive, or to any member of that executive who is a member of the authority
 - Speaking on behalf of the authority on a regular basis to journalists or broadcasters.

The postholder must therefore be aware that in accepting this post, they are required to confirm that they will conform with these political restrictions and that they will be included as conditions of their formal contract of employment with the authority.

Signed..... Manager Date.....

Signed..... Employee Date.....