

Job description and employee specification template

Job title:	Digital content specialist	Location:	Coleford/Cirencester/Cheltenham or Witney
Reports to:	Sean Ranson	Working hours:	37 per week
Job number:	TBC	Salary range:	Up to £27,132
Supervises:	Not applicable		
Purpose:	To be the go-to expert on website content, social media strategy and innovation in digital communications channels. To take overall editorial control of our online channels and manage digital content plans for websites and social media platforms. Responsible for the delivery of in-house training, confidently offering guidance within the communications team and more widely across Publica and helping to facilitate big improvements to the online user experience.		
Key responsibilities:	<ul style="list-style-type: none"> • Producing and posting high quality content on our websites and social media channels • Working to develop and promote high-quality digital products that meet the needs of our target audiences • Providing guidance, support and training to colleagues in drafting good web content • Providing guidance, support and training to colleagues on the best use of our digital channels and tools • Planning, delivering and reporting on specific digital campaigns to support council plans and Publica's objectives • Monitoring social media activity as part of work to promote best practice and to ensure a consistent approach • Measuring and evaluating the effectiveness of our campaigns and regular digital activity, using available analytics packages • Working with colleagues to help ensure the website is not treated in isolation and is integrated with the communications mix and wider user journeys • Putting the user first, helping to ensure the best outcomes for website visitors <p>This job description sets out the key outcomes required. It does not specify in detail the activities required to achieve these outcomes.</p> <p>General Accountabilities</p> <ul style="list-style-type: none"> • Working to add value to, and be a valued member of the team, and to be valued by customers • The post holder is responsible to maintain a safe working environment and ensure as reasonably practicable that safe working practices are adopted by employees 		

	<p>within this work environment</p> <ul style="list-style-type: none"> • Work in compliance with the Codes of Conduct, Regulations and policies of Publica • Exercise proper and absolute integrity in respect of all confidential matters and the confidentiality of personal and sensitive information;
<p>Essential requirements, qualifications, skills and abilities:</p>	<p>Qualifications Examples – please adapt for the specific job role</p> <ul style="list-style-type: none"> • GCSEs (5 A-Cs or equivalent, including Maths and English) • A level, NVQ3, or BTEC Relevant professional qualification (relevant experience can be considered as an alternative) <p>Experience</p> <ul style="list-style-type: none"> • Demonstrable experience of using social media to engage with targeted user groups, and data analysis and reporting • Experience of writing for the web, with proven ability of creating content that is accessible, usable and that meets with all user needs • Previous experience in providing CMS training and/or style guides and writing for web best practice • Demonstrable experience creating content and online experiences according to best practice • Demonstrable experience in creating user-centred solutions <p>Skills</p> <ul style="list-style-type: none"> • Communicates effectively at all levels (excellent verbal and written skills) • Team-player • Proactive • Prioritises and meets tight deadlines • Flexible
<p>Desirable requirements qualifications, skills and abilities:</p>	<ul style="list-style-type: none"> • Good knowledge of Photoshop, InDesign and HTML • Understanding of search engine ranking/best SEO practice
<p>Special conditions:</p>	<ul style="list-style-type: none"> • There may be a requirement to work at other Publica Group Limited and/or client locations to meet the needs of the business. • Expected to work reasonable additional hours in line with the needs of the service • You you may need use of a car for work purposes.

Date of Issue:	14.08.2019	
Date reviewed:		
Reviewed by	Name:	Job title: