

Kent County Council

Job Description: *Community Safety Social & Digital Media Assistant*

Directorate:	Growth, Environment and Transport
Division:	Environment, Planning and Enforcement
Grade:	KR 6
Responsible to:	Group Business Development Manager – Commercial and Customer Information

Purpose of the Job:

To create engaging, community focused digital and social media content and develop new social media platforms for the Community Warden Service. There may be a need to deliver digital advertising campaigns under the direction of the team Manager. To work closely with Kent County Council's Community Warden Service to ensure that the KCC website and social media channels are on brand, up to date and reaching the target audience. To ensure that content is focused on supporting core business plan objectives of protecting, informing and supporting Kent residents and communities, especially vulnerable residents.

Main duties and responsibilities:

1. Create a wide range of engaging digital and social media content aligned with the digital media strategy.
2. Produce high quality written, graphic and video content that communicates our messages effectively and promotes audience engagement and interaction.
3. Develop and use new social media platforms to promote and communicate Community Warden Services.
4. Schedule organic content across the Community Warden social media platforms using scheduling software and manage user engagement on each of the platforms (Facebook, Twitter and LinkedIn).
5. Create campaign briefs and deliver free and paid for digital advertising campaigns on time and on budget.
6. Manage website changes on the KCC website for the Community Safety service.
7. Collate and measure social and digital media analytics against the digital media strategy.
8. Analyse customer insight data to understand the target audience trends, likes and dislikes and use this data to advise and implement effective online and offline communication and marketing activity.
9. Write and distribute email alerts and newsletters using MailChimp.
10. Produce reports on social media and digital channels and for specific campaigns as required.
11. Support the delivery of digital and social media tasks for the France/England Connected Communities Project. Retain and provide evidence of delivery for financial claims when required.

Footnote: This job description is provided to assist the job holder to know what his/her main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

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Person Specification: *Community Safety Social & Digital Media Assistant*

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

	CRITERIA
QUALIFICATIONS	NVQ 3 (or equivalent) in a relevant subject (e.g. Social media, Digital marketing)
EXPERIENCE	<p>Experience of working in a team environment.</p> <p>Experience of using a wide range of social media platforms and appropriate social media techniques to reach audiences.</p> <p>Experience of producing engaging content for social media.</p> <p>Experience of producing e-Newsletters or similar communication information.</p> <p>Experience of creating and applying video and graphic content and imagery to campaign messages and promotional material.</p> <p>Experience of producing and quality assuring promotional literature using Plain English techniques.</p>
SKILLS AND ABILITIES	<p>Good organisational skills.</p> <p>Good written and verbal communication skills, able to identify the right means and language for each message.</p> <p>Ability to use customer insight and research data to improve and develop services.</p> <p>Ability to write clear reports and correspondence.</p> <p>Able to create campaign and digital marketing messages with high impact.</p> <p>Highly developed graphic design and image manipulation skills.</p> <p>Able to build strong working relationships with internal and external customers and organisations.</p> <p>Ability to interpret and act upon customer insight and other analytical data.</p> <p>Able to learn new office systems and digital platforms.</p>

	<p>Able to think creatively and take a proactive approach.</p> <p>Well-developed computer skills, particularly in the use of Social Media tools/applications as well as Microsoft Office 365, graphics and video creation platforms.</p> <p>An eye for detail and produce highly accurate work. Including the ability to proof-read and edit copy efficiently.</p> <p>Able to produce well-written and high impact copy for on-line promotional purposes in Plain English.</p> <p>Able to deal confidently with non-routine tasks.</p> <p>Able to travel around Kent as and when required for effective delivery of the Community Safety social media strategy and Business Development business plan.</p>
KNOWLEDGE	<p>Good knowledge of the opportunities offered by emerging social media and communication technologies.</p> <p>Excellent knowledge of the social media sector.</p> <p>Knowledge of Plain English.</p> <p>Awareness of Equality Impact Assessment, Data Protection Impact Assessment and the General Data Protection Regulations (GDPR).</p> <p>Awareness of the sensitivity of personal data and the need for confidentiality.</p>
BEHAVIOURS AND KENT VALUES	<p>Kent Values:</p> <ul style="list-style-type: none"> • Open • Invite contribution and challenge • Accountable