

Kent County Council

Job Description: *Social and Digital Media Officer*

Directorate: Growth, Environment and Transport
Unit/Section: Environment, Planning and Enforcement
Grade: KR7
Responsible to: Communications Manager – Public Protection

Purpose of the Job:

To create engaging and powerful digital and social media content and deliver digital advertising campaigns under the direction of the Communications Manager. To work closely with Kent County Council's Public Protection Group to ensure that the KCC website, Public Protection and Business Advice social media channels are on brand and up to date. To ensure that content is focused on supporting our core business plan objectives of protecting and supporting residents and businesses in Kent and promoting our commercial business services.

Main duties and responsibilities:

- Create a wide range of engaging content including:
 - high quality written content both short and long form,
 - graphic content and imagery for social media, email and website,
 - smartphone video and photography (recording and editing).
- Schedule content across the Public Protection and Business Advice social media channels using scheduling software and manage user engagement on each of the platforms (Facebook, Twitter, Nextdoor, YouTube and LinkedIn).
- Create campaign briefs and deliver advertising campaigns on time and on budget.
- Manage website changes on the KCC website for Public Protection services.
- Write and distribute email alerts and newsletters using MailChimp.
- Collect, analyse and report on customer insight data for both organic and paid campaigns.
- Manage team mailbox and respond to customer enquiries.

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: Social and Digital Media Officer

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, marketing, communications)
EXPERIENCE	Experience of producing newsletters, articles or similar long form content. Experience of working in a team. Experience of using a wide range of social media platforms. Experience of producing engaging content for social media. Experience of creating and applying video and graphic content. Experience of producing and proofing promotional literature.
SKILLS AND ABILITIES	Excellent creative writing skills. Good graphic design and image manipulation skills. Good organisational skills. Good communication skills. Able to create campaign and digital marketing messages with high impact. Able to build strong working relationships with internal and external customers and organisations. Ability to use customer insight and research data to improve and develop campaigns. Ability to write clear reports and correspondence. Able to learn new office systems and digital platforms. Able to think creatively and take a proactive approach. Well-developed computer skills, particularly in the use of social media tools/applications, graphics and video creation tools and Microsoft Office 365, An eye for detail and ability to produce highly accurate work. Including the ability to proof-read and edit copy efficiently. Able to produce well-written and high impact copy for on-line promotional purposes in plain English.

	<p>Able to deal confidently with non-routine tasks.</p> <p>Able to travel to Maidstone, or another location in Kent, for team meetings or photo/video shoots as and when required.</p>
KNOWLEDGE	<p>Good knowledge of the promotional opportunities offered by digital technologies.</p> <p>Good understanding of social media and digital communications trends.</p> <p>Awareness of General Data Protection Regulations (GDPR).</p> <p>Awareness of the sensitivity of personal data and the need for confidentiality.</p>
KENT VALUES AND CULTURAL ATTRIBUTES	<p>Kent Values:</p> <ul style="list-style-type: none"> • We are brave. We do the right thing, we accept and offer challenge • We are curious to innovate and improve • We are compassionate, understanding and respectful to all • We are strong together by sharing knowledge • We are all responsible for the difference we make <p>Our values enable us to build a culture that is:</p> <p>Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile</p> <p>Curious - constantly learning and evolving</p> <p>Compassionate and Inclusive - compassionate, understanding and respectful to all</p> <p>Working Together - building and delivering for the best interests of Kent</p> <p>Empowering - Our people take accountability for their decisions and actions</p> <p>Externally Focused - Residents, families and communities at the heart of decision making</p>