

Kent County Council

Job Description: Social Media Assistant

Directorate:	Growth, Environment and Transport
Unit/Section:	Growth & Communities
Grade:	KSD
Responsible to:	IBI Communications Manager

Purpose of the Job:

We are seeking a dynamic and creative Social Media Assistant to join our Innovation and Business Intelligence (IBI) Communications Team on a two year fixed term contract. This role is pivotal in enhancing our digital presence and engaging with our communities through various social media platforms. As a Social Media Assistant, you will be responsible for creating compelling content, managing our social media channels, and supporting our core business objectives of protecting and supporting residents and businesses in Kent. The key objectives and outcomes expected from this role include:

- **Content Creation:** Develop a wide range of engaging content, including copy, graphics, and video, to be used across various social and digital media platforms.
- **Social Media Management:** Ensure that the Public Protection and Business Advice social media channels are on brand and up to date, and manage user engagement on each platform.
- **Campaign Support:** Deliver digital advertising campaigns under the direction of the Communications Manager and write and distribute email campaigns and newsletters.
- **Performance Analysis:** Collate and analyse statistics to understand audience trends and use this data to implement effective communication and marketing activities.

Main duties and responsibilities:

Content Creation:

- Create a wide range of engaging content aligned with the content strategy, including copy, graphics, and video for various social and digital media platforms.

Social Media Management:

- Schedule organic content across our social media channels using scheduling software and manage user engagement on each of the platforms (Facebook, X, Nextdoor, YouTube, and LinkedIn)
- Produce reports on organic and paid social media performance as required.

Campaign Management:

- Create campaign briefs, develop content, and manage digital marketing campaigns.

- Write and distribute email campaigns and newsletters using MailChimp.

Analytics and Reporting:

- Collate and analyse statistics to understand audience trends and use this data to implement effective communication and marketing activities
- Manage the Team mailboxes and respond to queries.
- Assist the IBI Communications Manager and other Team Members as required.

Other Duties:

Footnote: This job description is provided to assist the job holder to know what their 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 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, marketing, communications)
EXPERIENCE	<ul style="list-style-type: none"> • Experience of working in a team. Experience of using a wide range of social media platforms. • Experience of producing engaging content for social media, including copy, graphics, and video. For example, creating posts and managing successful social media campaigns. • Experience of producing and proofing promotional material
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • Excellent creative thinking and problem-solving skills. • Excellent writing skills, able to produce high-impact copy in plain English. • Good graphic design and video manipulation skills. Good organizational skills. • Good communication skills. • An eye for detail and the ability to produce highly accurate work, including proof-reading and editing copy efficiently in English. Able to deal confidently with non-routine tasks. • Able to travel to Maidstone and other locations in Kent for meetings and photo/video shoots as required. • Able to learn new systems and platforms. • Well-developed computer skills, particularly in the use of social media tools/applications, graphics creation, and video editing.
KNOWLEDGE	<ul style="list-style-type: none"> • Good knowledge of the opportunities offered by emerging communication technologies. • Good knowledge of the social media sector. • Awareness of General Data Protection Regulations (GDPR). • Awareness of the sensitivity of personal data and the need for confidentiality.
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

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| | <ul style="list-style-type: none">• 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> |
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