

Kent County Council

Job Description: *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 and powerful digital and social media content and deliver digital advertising campaigns under the direction of the team Manager. To work closely with Kent County Council's Public Protection Group* to ensure that the KCC website and Public Protection 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.

*For the purposes of this role, KCC's Public Protection Group includes Trading Standards, Kent Scientific Services Laboratory, Community Safety Unit, Intelligence Service, Resilience & Emergency Planning.

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. Schedule organic content across the Public Protection social media channels using scheduling software and manage user engagement on each of the platforms (Facebook, Twitter and LinkedIn).
4. Create campaign briefs and deliver digital advertising campaigns on time and on budget.
5. Manage website changes on the KCC website for Public Protection services.
6. Collate and measure social and digital media analytics against the digital media strategy.
7. 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.
8. Write and distribute email alerts and newsletters using MailChimp.
9. Produce reports on our social media and digital channels and for specific campaigns as 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: *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 to Maidstone, or another location in Kent, for team meetings as and when required.</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