

Kent County Council

Job Description: Social & Digital Media Assistant

Directorate:	Growth, Environment and Transport
Division:	Environment, Planning and Enforcement
Location:	Invicta House, Maidstone
Grade:	KR6
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 team 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.

*For the purposes of this role, KCC's Public Protection Group includes Trading Standards, Kent Scientific Services Laboratory, Community Safety Unit, Intelligence Service – see video: https://youtu.be/Ouufh_uQ5r8

Main duties and responsibilities:

1. Create a wide range of engaging digital and social media content aligned with the content strategy.
2. Produce high quality written content both short (social media) and long form (newsletters & articles).
3. Produce graphic content that communicates our messages effectively.
4. Schedule organic 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).
5. Create campaign briefs and deliver digital advertising campaigns on time and on budget.
6. Manage website changes on the KCC website for Public Protection services:

www.kent.gov.uk/leisure-and-community/consumer-protection

www.kent.gov.uk/leisure-and-community/community-safety/community-wardens

www.kent.gov.uk/leisure-and-community/community-safety/community-connectors

www.kent.gov.uk/leisure-and-community/community-safety/kent-community-safety-partnership

www.kent.gov.uk/business/trading-standards

www.kent.gov.uk/business/kent-scientific-services

www.kent.gov.uk/tschecked

www.kent.gov.uk/about-the-council/brexit/brexit-advice-for-businesses/trading-goods-with-the-eu

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.

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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, marketing, communications)
EXPERIENCE	<p>Experience of producing newsletters, articles or similar long form communications.</p> <p>Experience of working in a team.</p> <p>Experience of using a wide range of social media platforms.</p> <p>Experience of producing engaging content for social media.</p> <p>Experience of creating and applying video and graphic content.</p> <p>Experience of producing and proofing promotional literature.</p>
SKILLS AND ABILITIES	<p>Excellent creative writing skills.</p> <p>Good organisational skills.</p> <p>Good communication skills.</p> <p>Good graphic design and image manipulation skills.</p> <p>Able to create campaign and digital marketing messages with high impact.</p> <p>Able to build strong working relationships with internal and external customers and organisations.</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 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 or photo/video shoots as and when required.</p>
KNOWLEDGE	<p>Good knowledge of the opportunities offered by emerging social media and communication technologies.</p> <p>Good knowledge of the social media sector.</p> <p>Awareness of 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"> • 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