

Kent County Council

Job Description: Digital Content Officer

Directorate:	People and Communications
Division:	Kent Communications
Location:	Sessions House, Maidstone
Grade:	KR8
Responsible to:	Communications Partner (GET & CYPE)

Purpose of the Job

The Digital Content Officer will be responsible for the day-to-day co-ordination of the work requests that come into the Digital team, assessing the priority and complexity of requests. They will handle most business-as-usual requests directly, which will include writing new content or editing existing pages using the council's content management system to create and publish content. The role involves creating and editing online forms and administering the council's digital systems. Project work is also part of this role's responsibilities, where the postholder will need to identify both user and council needs and be accountable for project delivery.

The role will be responsible for allocating work requests to other team members, using the team planner to log project requests and managing, reviewing and implementing processes to make sure that work requests are dealt with in agreed timeframes.

The role involves significant liaison with colleagues in all directorates and requires the ability to manage numerous requests at any one time, often working to tight deadlines.

The role also involves daily monitoring of customer feedback left via the website and the contact centre, reporting urgent issues to be dealt with by services, responding to customers and making changes to the website (in consultation with services) to solve customer difficulties.

Main duties and responsibilities

1. Create easy-to-understand content about the broad range of KCC services and campaigns for a wide range of audiences, that is easy to find, understand and accessible.
2. Collaborate with service and project managers and colleagues within Kent Communications to make sure that any content created meets user needs and KCC objectives.

3. Repurpose relevant content for use on KCC's social media channels to improve customer service and support relevant campaigns.
4. Co-ordinate the requests coming into the Digital team, dealing with business-as-usual requests and allocating work to other team members, and logging complex/project work to the team planner.
5. Create and update online forms, following content, usability and accessibility standards.
6. Co-ordinate projects that inform customers and residents about KCC services and initiatives, being accountable for communicating regularly with the relevant service and delivering the project. This could involve undertaking content reviews, conducting research into customer issues and designing simpler user experiences that support both user needs and KCC objectives.
7. Monitor the customer feedback left via the website and contact centre daily, replying to customers, liaising with services to arrange responses and providing analysis of the feedback received to improve content and work with services to fix issues that are causing problems for customers.
8. Create, review and implement processes that support the smooth-running of the team so that work requests are assessed, assigned and completed within agreed timescales.

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.

Qualifications	Level 3 qualification or equivalent experience in marketing/communications/business studies/customer service.
Experience	Experience of writing clear information for customers, using plain English.
	Experience of using feedback from customers to spot problems and identify potential solutions.
	Experience of using digital systems to publish information online.
	Experience of managing multiple and competing priorities and delivering high quality work to deadlines.
Skills and Abilities	Skilled communicator, able to organise, create, design and manage digital content for the public using a wide range of digital tools.
	Ability to manage projects to agreed timescales, capturing requirements, briefing other team members, resolving issues and leading the project through to conclusion.
	Ability to build effective working relationships and work with tact, diplomacy and professionalism when dealing with colleagues, senior managers, members of the public and members.
	Ability to draw insight from a range of sources about customer behaviours and expectations and apply this knowledge to content and user experience design.
	Ability to develop knowledge about the latest and emerging digital content and user experience techniques.
	Ability to work accurately at pace and under pressure to meet deadlines.
Knowledge	Knowledge of content creation and publishing tools/systems.
	Understanding of data protection and information governance principles and their application to digital projects.
	Good working knowledge of Microsoft Office 365.
Behaviours and Kent Values	Kent Values: <ul style="list-style-type: none"> • Open • Invite Contribution and Challenge • Accountable