

Job Description

Digital Communications Officer



Role Profile	BCP Grade G
Service/Team	Corporate Communications
Reports to	Digital Communications Manager
Responsible for	N/A
Number of posts	1

My job improves the quality of life for the people of Bournemouth, Christchurch and Poole by...

Delivering creative and effective digital communications activity that supports the council's strategic aims through behaviour or perception change, demonstrating the operational effectiveness of the council, supporting transformation and improvement, positively influencing the organisation's reputation and explaining the council's aspirations for the area.

Job Overview

A tactical and operational digital communications role that will help to deliver campaigns to support the delivery of council priorities. This will include producing and/or managing production of targeted digital content for external and internal audiences, including engaging and creative copy, imagery and video content. The post-holder will contribute to the management and development of a variety of digital communications channels, including social media and websites.

Key Responsibilities

- Provided day to day oversight for BCP's Council's corporate social channels
- Create and post engaging, accessible and accurate content on BCP Council's corporate social media channels (Facebook, Tiktok, Instagram, X, LinkedIn, NextDoor)
- Advise colleagues on how best to package and tailor messages on social media to maximise engagement with target audiences and achieve campaign objectives.
- Contribute to the development, monitoring and management of digital communications channels, including web and social media content.
- Monitor the performance and effectiveness of digital communications campaigns and content by gathering and analysing audience engagement through analytics.
- Work closely with colleagues in the Corporate Communications team to develop and deliver impactful, audience-focused digital communications activities.
- Advise managers on proactive and reactive communications activities, attending meetings where required to advise and update.
- Monitor and evaluate digital media engagement and advise on possible responses to inaccuracy.
- Must prioritise discharging the council's warning and informing duties, as part of the team's incident response requirements
- Support the Digital Communications manager in growing a digitally skilled network of social media advocates within services across BCP Council.

Specific Qualifications and Experience

- 3 A Levels, NVQ 3, HND or diploma (or equivalent experience).
- Confident using IT platforms relevant to the role, such as social media management system Agorapulse (or equivalent), Email marketing software Mailchimp (or equivalent), Canva (or equivalent), and video editing software, digital asset management, media management tools, and website CMS software.
- Experience relevant to the responsibilities in communications and/or journalism.
- Experience of growing digital channels and networks working within set guidelines
- Experience tailoring, writing, and producing content for a range of digital communications channels.
- Able to edit copy, audio, photography and video content for digital platforms.
- Produce digital content to support the councils' news agenda and social media activities
- Experience of exercising political awareness and providing impartial advice.
- Able to monitor campaigns and audience engagement through analytics

Personal Qualities & Attributes

- Excellent interpersonal skills
- Ability to absorb subject matter quickly and convey it accurately and in an engaging way
- Ability to organise, prioritise and manage a number of projects
- Ability to build credible and strong working relationships
- Interest in new social media channels, platforms, tactics and emerging trends

Job Requirements

- Must be prepared and able to drive, or use public transport, to perform the role if necessary.