

JOB DESCRIPTION

JOB TITLE: Digital communications apprentice

POST NO: TBC

SERVICE AREA: Policy and communications

GRADE: Apprentice level (subject to age)

RESPONSIBLE TO: Digital content editor

RESPONSIBLE FOR: None

MAIN PURPOSE OF POST:

1. To produce content for the council's digital communications channels.
2. To answer customer enquiries coming through those channels.
3. To support the overall work of the policy and communications service in delivering the council's agreed communications objectives.

DUTIES AND RESPONSIBILITIES:

1. To help update and maintain the council's websites, intranet, and social media channels. To monitor and respond to customer enquiries received through them.
2. To film and edit videos and take photos.
3. To produce infographics.
4. To use customer data and analytics to create digital content and improve the customer experience.
5. To provide support and/or training to other council officers or councillors on how to use social media, videos, websites or intranets.

Appendix one – Digital communications apprentice job description and person specification

6. To work with colleagues in the policy and communications service to develop communications and marketing campaigns that include digital content.
7. To keep up-to-date with industry best practice and developments.
8. To carry out all duties and responsibilities to comply with council policies and procedures, national legislation and industry guidance. This includes, amongst others, equal opportunities, data protection, information assurance, accessibility, Freedom of Information and ensuring communications activities comply with the Code of Recommended Practice on Local Authority Publicity.
9. To carry out any other duties which are equal/similar to the responsibility level and grade of the post.

SPECIAL FEATURES OF THIS POST

1. As part of the job you will be required to complete a level 3 digital marketing apprenticeship.
2. The duties may involve occasional working outside normal office hours, including evenings and weekends.
3. You may be required to carry out the duties at the Town Hall, Chesterfield or any other council site.
4. You will form part of the council's emergency planning response team to communicate live messages to staff and the public through the intranet, website and social media.

PERSON SPECIFICATION

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POST NO:

SERVICE AREA: Policy and communications

SKILLS/KNOWLEDGE/ABILITIES

Essential

- High standard of written English, proof reading and editing skills
- Excellent interpersonal and verbal communication skills
- Good knowledge of social media - understanding how different platforms can be used to achieve objectives and reach specific audiences
- Understanding of websites, intranets and other digital communications channels
- Excellent attention to detail, organisational and planning skills
- Ability to be creative and innovative, enthusiastic, think ahead and use initiative.
- Understanding of own limitations and when to ask for help
- Ability to work with all grades of staff
- Ability to meet deadlines

Desirable

- Understanding of basic HTML
- Digital communications best practice (eg design, navigation, content, search engine optimisation, usability)
- Willingness to work independently and try out new ideas
- Knowledge of how local government works
- Basic understanding of data protection and information assurance

EXPERIENCE

Essential

- Experience of producing content for digital communications (eg website, intranet, social media, video, infographics, email marketing)
- Experience of using common social media platforms (eg Facebook, Twitter, YouTube)
- Experience of using Microsoft Office systems (eg Word, Excel, Powerpoint)

Desirable

- Experience of filming and editing videos
- Experience of taking photos
- Experience of using a content management system to update websites and/or intranet
- Experience of using analytics and management tools to monitor and respond to customer trends and behaviours (eg Google Analytics, Facebook Insights)
- Experience of writing website and/or intranet content to meet customer needs
- Experience of customer service and dealing with the public
- Experience of using email marketing platforms

QUALIFICATION/TRAINING

Essential

- A minimum of 5 GCSEs (grade A* to C or 9 to 5) including English and maths, or equivalent.