

## **JOB DESCRIPTION**

JOB TITLE: Digital content editor

POST NO: TBC

SERVICE AREA: Communications and marketing service

GRADE: To be evaluated

RESPONSIBLE TO: Communications and marketing manager

RESPONSIBLE FOR: None

### **MAIN PURPOSE OF POST:**

1. To maintain the council's website
2. To maintain the council's intranet.
3. To write and implement strategies for the development of the website and intranet to enable the council to meet current and future customer needs.

### **DUTIES AND RESPONSIBILITIES:**

1. To maintain on a day-to-day basis the council's website, microsites, intranet, and (as part of the wider communications team) social media to engage audiences and encourage repeat visits.
2. To advise senior managers and cabinet members on the current and future strategy for developing the council's intranet, website, social media and other digital communication channels (eg e-newsletters) to better meet customer needs.
3. To write and implement strategies to manage the intranet, website and social media, as well as any necessary briefing notes, project proposals and business cases as part of this process.
4. To develop standards and policies for the day-to-day management of the council's websites and intranet.
5. To help deliver the council's external and internal communications strategies and council plan priorities.

## Appendix 1: Job description – digital content editor

6. To use customer data and analytics to create digital content across platforms and plan on-going development
7. To provide expert advice, training and support to content editors, users and decision-makers. To advise about the best practice in digital and social media, educating and disseminating the opportunities and advantages of all available digital channels.
8. To lead forums and user groups to involve content editors and customers in improving and developing the platforms.
9. To help council staff and members define their communication needs and identify the most effective digital communication methods to achieve this.
10. To work with colleagues in the communications and marketing service to develop integrated communications and marketing campaigns that add value through the use of digital content for both internal and external communication.
11. To manage the administrative functions of these platforms and maintain a strong working relationship with key stakeholders, including external suppliers, our partner ICT team, users and content editors.
12. To liaise with other services, particularly ICT and customer services, to agree, establish and maintain links between the intranet and website with other key systems, including the CRM (customer relationship management), document management system and other customer service systems.
13. To performance manage the platforms including identifying measures, agreeing targets and measuring and reporting results to appropriate groups, including users, members and the public.
14. To manage any budgets related to the provision of e-information and communications platforms, and take responsibility for the procurement of any new software or systems (in conjunction with the ICT service).
15. To keep up-to-date with industry best practice, including collaborative working and information sharing with other councils and partner organisations.
16. To implement the council's Equal Opportunities Policy and other national legislation around data protection, accessibility, Freedom of Information and the Code of Recommended Practice on Local Authority Publicity.
17. The post holder must, at all times, carry out their duties and responsibilities to comply with council policies and procedures.
18. 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. The duties may involve occasional working outside normal office hours, including evenings and weekends.
2. You may be required to carry out the duties at the Town Hall, Chesterfield or any other council site.
3. 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.