



JOB DESCRIPTION

POST: Digital Content Producer

DEPARTMENT: Communications

REPORTING TO: Digital Communications Lead

RESPONSIBLE FOR: N/A

GRADE: 4

MAIN JOB PURPOSE:

The post holder will work within the Communications team to create digital content promoting Babergh and Mid Suffolk District Councils' work, priorities and campaigns.

This role will focus on the creation of brilliant and engaging content for our social media channels, website and internal communications.

This will include taking pictures and shooting video, and working alongside the communications team to plan and deliver content. This will also involve written content.

The post holder will be required to have a good understanding of different digital media platforms, analytics, and understand how we can reach different audiences.

DUTIES AND RESPONSIBILITIES:

- Work with the Communications team to identify digital content opportunities which promote the councils' work, priorities and campaigns.
- Work to a brief to deliver content, but also show initiative and creativity to develop your own ideas.
- Produce engaging content – in the form of words, pictures and videos - for different channels, including social media, internal communications and our own website.
- Deliver content in a timely manner to maximise impact.
- Help forward plan our social media content.

- Keep up to date with digital trends, particularly social media.
- Use digital analytics to help inform decision-making.

Additional information

- Does this job require a DBS check? No
- This job will participate in planning for emergencies in terms of response to or maintaining business continuity during an emergency. The jobholder will participate in training, exercises, response, recovery or other activities to support the councils' statutory duties in relation to emergencies under the Civil Contingencies Act (2004). It is expected that when requested to do so the jobholder will temporarily but immediately cease their normal role to support the emergency planning or response activity. Yes
- The post is designated as being politically restricted in accordance with the term of the Local Government Housing Act 1989 and subsequent amendments. The effect of this is to prevent the postholder from having any active political role either in or outside the workplace, and automatically disqualifying them from standing for or holding elected office. No

This is not a comprehensive definition of the post. Postholders are expected to undertake any work that comes with the remit of the post's main objective. This job description will be kept under review and may be changed at any time subject to consultation with the postholder.

PERSON SPECIFICATION

The Person Specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively.

REQUIREMENTS The postholder must be able to demonstrate:	MEASURED BY: A Application form I Interview T/P Test/Presentation
EDUCATION/TRAINING <i>(Academic, vocational/professional and other training)</i>	
Content creator (level 3) training or equivalent experience.	A
KNOWLEDGE & EXPERIENCE <i>(e.g. report writing, office experience, Microsoft office)</i>	
Experience of creating digital content – pictures and video – for an organisation or business.	A/I
Good knowledge of social media platforms, the strengths and weaknesses of each, and what makes engaging and shareable content	A/I
Experience of working in a team	A
Knowledge of and competence in Microsoft Office	A

SKILLS/ATTRIBUTES*(e.g. communication, interpersonal, decision-making, problem-solving, team player, reliable)*

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| • Effective communicator - written, spoken and listening skills. | I |
| • Creative thinker, with experience of photography and producing video for social media. | A/I |
| • Enthusiasm to learn about online audiences, emerging platforms and trends. | A/I |
| • Ability to manage own workload and to meet deadlines, dealing with changing priorities while still delivering high quality work. | I |
| • Good problem-solving skills. | I |
| • To effectively use time management skills to manage content producing activities. | I |
| • Accuracy when producing content. | I |
| • Political awareness and knowledge of local government desirable. | A/I |
| • Can demonstrate an adaptable and flexible ethos. | I |
| • Willingness to learn and develop. | I |
| • Confidence to ask for help. | I |
| • Ability to work independently and as part of a team. | I |
| • Enthusiastic to learn new skills and desire to progress. | A/I |
| • Has a passion for content production with a keen eye for detail. | I |
| • Understands and can work within our organisational values. | I |
| • Being open and honest. | I |

Empowering, valuing and developing our people

I/TP

Valuing our customers

I/TP

Being open and honest

I/TP

Taking ownership

I/TP

Being ambitious

I/TP

EQUALITY AND DIVERSITY	
Considers and shows respect for the opinions, circumstances and feelings of colleagues and members of the public, no matter what their position, background, circumstances, status, appearance and whether they are one of the protected characteristics covered by the Equality Act 2010 (Age, Disability, Gender Reassignment, Marriage and Civil Partnership, Pregnancy and Maternity, Race, Religion or Belief, Sex or Sexual Orientation).	A/I



We empower, value and develop our people to work together as one dynamic and efficient team.	We care about delivering high quality, customer-focused outcomes with our communities and partners.	We are open, transparent and truthful.	We take pride in our work and take responsibility for our actions.	We are ambitious, inspiring our communities, taking pride in our places and striving for excellence.
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