

# Digital Communications Officer

## Job description

- Reports to: Digital Communications Manager
- Department: Strategy, Governance and Law
- Section: Communications team

## Purpose of the Job

We're looking for motivated and experienced Digital Communications Officers to help us continue our exciting digital transformation work.

You will join a small and dedicated team creating easy to use and elegant systems that meet the needs of our users.

You will create clear and user-focused content across all council digital services – using content design and usability techniques – to provide residents and businesses with easy to understand and actionable content.

## Principal accountabilities

- To create, develop, publish and prioritise content, design and information for use across all Brighton & Hove City Council digital services.
- To monitor and advise on the consistent application of plain English standards, writing for the web, the council's house and editorial style and corporate visual identity guidelines.
- To create and update digital standards documentation outlining web content & design "best practice" including UK Government web guidelines, Web Accessibility Initiative (WAI), and the Society of Information Technology Management (SOCITM's) Better Connected Report. Ensure that metadata and information architecture conforms to e-government standards.
- To lead on content co-ordination providing professional and effective web communications advice, guidance and support on web communications and digital marketing issues affecting services to members, managers and other senior officers.
- To work with corporate communications, press and consultation teams on internal and external communications to ensure that key internal and external communications are incorporated into the website/intranet and extranets. To achieve an integrated

approach to research and engagement to ensure the results of customer satisfaction surveys are fed into web communication and marketing plans.

- To deliver digital communications, marketing strategies and campaigns for nominated Directorates, using communication and marketing tools and techniques – researching, copywriting and copyediting, planning content for publications, websites and other campaign and public information materials, planning and managing events, consultation and feedback.
- To work with the digital communications manager and web developers to develop user requirements specifications for web/intranet/extranet developments that are heavily content based.
- To monitor and evaluate web statistics, prepare management information reports.
- To respond to web enquiries and support calls in accordance with corporate customer care standards.
- To develop and run content management and writing for the web training, including multimedia e-learning training resources. To give informal training on web writing best practice to content contributors and provide ongoing editorial support and guidance.
- To work with the relevant council executive member(s) and director and/or directorate management team(s), and colleagues in the communications and consultation team, to understand their content needs. To develop and maintain positive and productive working relationships with partner organisations and stakeholder groups.
- To keep a watching brief on other websites, best practice and emerging technologies to ensure our website is cutting edge, innovative and citizen focused.
- To maintain an up-to-date knowledge of the wider council priorities, policies and for local government in general.

## **General accountabilities**

- To be prepared to implement the Council's Equalities Policy at all levels appropriate to the job and must at all times carry out his/her duties with due regard to the Council's Equalities Policy.
- To be responsible for the implementation of, and compliance with, the provisions of legislation relating to health and safety, of such employees and areas of the workplace as fall under direct control of the post holder and for complying with legislation relating to works and contracts as are within the direct responsibility of the post holder.
- To undertake such other duties appropriate to the grade and character of the work as may be reasonably required.

Your duties will be as set out in the above job description but please note that the Council reserves the right to update your job description, from time to time, to reflect changes in, or to, your job.

You will be consulted about any proposed changes.

The list of duties in the job description should not be regarded as exclusive or exhaustive.

There will be other duties and requirements associated with your job and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required.

# Person specification

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## Essential criteria

### Job related education, qualifications and knowledge

- Educated to degree level in appropriate discipline or equivalent experience of communication and marketing techniques.
- Experience of using a style guide and visual identity guidelines across different media.
- Working knowledge of the Internet, web information architecture and web technology.
- Understanding of usability and accessibility guidelines.

### Experience

- Experience of writing, editing and publishing for an online environment.
- Experience of implementing UX (user experience) best practices to make digital services customer focussed, including usability testing.
- Good working knowledge of Drupal content management systems, Word, Excel, Outlook and other Microsoft packages, HTML and web analytics.
- Some experience of social networking, blogging, digital marketing, technology and campaign based projects.
- Use of image manipulation software, such as Photoshop or Canva.

### Skills and abilities

- Excellent copywriting and editorial skills.
- A good understanding of the issues facing local government, including an understanding of the law as it applies to local government communications.
- Excellent interpersonal skills with the ability to form and maintain productive, professional working relationships with a diverse range of individuals and groups. Including negotiating, coaching and influencing skills.
- Excellent communications skills, both oral and in writing, including presentation skills.
- Ability to work to the highest standards, demonstrating resilience to pressure and retaining professionalism at all times.

### Equalities

- To be able to demonstrate a commitment to the principles of Equalities and to be able to carry out duties in accordance with the Council's Equalities Policy.