



# Job Description

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St. Helens Council

<b>Post:</b>	Digital Communications Lead
<b>Post Number:</b>	CCM127
<b>Department:</b>	Corporate Communications, Corporate Service
<b>Grade:</b>	SCP 35-38
<b>Responsible to:</b>	Head of Corporate Communications
<b>Responsible for:</b>	Digital Communications Officer

## **Purpose of the Post:**

The purpose of this role is to manage and develop the council's digital channels including corporate website, council microsites, intranet, video and social media platforms, and co-ordinate high quality content across these channels.

The role holder will support the Head of Communications on the development and implementation of the Council's Digital and Social Media Strategy and be responsible for driving the successful implementation of digital communication channels to support and enhance the council's ability to communicate and interact effectively with its diverse communities.

This role will provide direct support, advice and guidance to senior managers, council departments and elected members, for development of their content on digital channels, and assist in identifying and driving forward suitable future digital developments for the council.

## **Duties and Responsibilities:**

1. To support the Head of Communications in the development and implementation of the council's Digital and Social Media Strategy, reflecting the council's key priorities and messages. Maintain continuous research, design and development of all digital channels to ensure they remain in line with current and future objectives, trends and technologies.
2. Manage major digital communication projects, including the redevelopment of the corporate website and intranet, working closely with colleagues to make sure project plans are effectively delivered.
3. Take a lead in developing and maintaining the content of the council's website, microsites, intranet and social media channels. Create compelling,



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high quality content for all digital channels including video, audio, graphics and images, to ensure a dynamic and interactive online presence.

4. Support and advise senior officers, elected members and council departments on the production of digital content that promotes the organisations work, meets the needs of the user, encourages engagement and helps to achieve the overall strategic aims and operational needs of the council.
5. Develop robust monitoring, reporting and evaluation of all digital activity and proactively share this information with colleagues to inform improvements. Provide regular reports on performance of digital channels and social media content.
6. Maintain existing websites and develop new sites, using current web technologies such as HTML and CSS in addition to a variety of content management systems (CMS)
7. Maintain good working relationships with the council's IT service and Customer Services, and manage the development of the council's web site(s) using relevant customer feedback, insight, web usage statistics and interpreted requirements. Work with IT to resolve any technical issues and advise on specifications for new developments.
8. Play a lead role in the council's channel shift agenda taking forward service reviews that lead to improvements in customer service and increase self-service on the website. Work with Communications colleagues to promote those services to customers.
9. Utilise digital marketing tools and analytics to monitor, analyse and report on the effectiveness of the council's website, microsites, intranet and social media channels and use this intelligence to develop strategies, together with services, to maximise user engagement and experience via digital channels.
10. Provide advice, training and produce web content guidance to all web editors on how to use the CMS to create effective web-pages, including the presentation of their content, the use of Plain English, and how pages must be created in accordance with editorial guidelines and standards.
11. Provide advice and guidance to council officers and elected members of the effective use of social media, ensuring the adherence to the social media policy. Develop and manage the social media policy for the council and manage the adoption of social media tools across the council and the application for the roll out of take up within services.



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12. Ensure that the development of the council's websites meet the requirements of all sections of the community and conforms to government accessibility and usability standards. Take responsibility for implementing recommendations that emerge from testing to meet and maintain performance against these standards.
13. Develop digital content/campaigns for a variety of online channels in various formats and supervise and mentor team members accordingly on digital content.
14. Work with members of the Corporate Communications Team to maximise opportunities for the use of video as a communication tool, identifying suitable stories and activities, developing a filming schedule and messaging, filming and editing and integrating in to digital and social media platforms.
15. Monitor and update social media channels in line with key messages, ensuring effective content and copy in order to grow our reach and influence.
16. To support management in the preparation for and management of online communication responses to emergency and crisis situations e.g. major incidents, accidents etc.
17. To assist the Head of Communications to identify improved ways of working in the Corporate Communications Team and across the wider organisation, so as to take advantage of all available digital modes of communications and interaction with the council's citizens, visitors, strategic partners, business community, voluntary sector, faith community, charity sector and staff.
18. Keep abreast of new digital trends and technologies and assess their relevance and potential impact on the council's digital channels.
19. To comply with the Council's Comprehensive Equality Policy.
20. To comply with the Council's Health and Safety Policy and associated safe working procedures and guidelines.
21. To be responsible for the implementation of the Council's Health and Safety Policy and associated safe working procedures and guidelines. To



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contribute towards the identification and management of risk within the service area.

22. To communicate the Health and Safety Policy, procedures and guidelines to all employees and contractors under the management/supervision of the post holder. To monitor compliance with the policy, procedures and guidelines, keeping appropriate records as required.
23. To comply with the Council's Comprehensive Equality Policy and ensure that it is implemented within the service area and amongst employees within the remit of the post.
24. To be responsible for the implementation of the Council's Human Resource policies and procedures including Employee Relations, within the remit of the post.
25. To comply with the Council's Information Management Framework (including the Data Protection Policy, Code of Practice and Social Media Policy) and ensure that it is implemented within the service area and amongst employees within the remit of the post.

**This post is not subject to Disclosure.**

**This post is not Politically Restricted in accordance with the Local Government and Housing Act 1989 (as amended).**

**The details contained within this job description reflect the content of the job at the date it was prepared. However, it is inevitable that over time, the nature of the job may change. Existing duties may no longer be required and other duties may be gained without changing the general nature of the post or the level of responsibility entailed. Consequently, the Council will expect to revise this job description from time to time and will consult the post holder/s at the appropriate time.**

**Date Prepared:**

**Date reviewed:**