



Person Specification

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St. Helens Council

Job Title: Digital Communications Lead

Ref No: CCM127

Knowledge	E = Essential D = Desirable	Identified By
Knowledge of current digital communication technologies and trends, including social media and digital marketing and uses this knowledge to improve services	Essential	Application/Interview/Exercise
Excellent working knowledge of HTML and CSS to design, develop and maintain websites	Essential	Application/Interview/Exercise
Awareness and knowledge of web standards, current best practice and accessibility initiatives	Essential	Application/Interview/Exercise
Understanding of how digital media can assist the wider communications strategy to achieve excellent results in terms of public engagement	Essential	Application/Interview/Exercise
A knowledge of digital video production and editing	Essential	Application/Interview/Exercise
A good understanding of the current issues facing local government.	Desirable	Application/Interview/Exercise
Knowledge of devising social media strategies and managing channels including using analytical tools and devising best practice for content.	Essential	Application/Interview/Exercise
Skills and Abilities	E = Essential D = Desirable	Identified By
Ability to develop strategies and to prepare and present business case to management to enable the development of digital media Excellent written communication skills, including the ability to make complex	Essential	Application/Interview



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<p>information accessible to a wider range of audiences</p>	Essential	Application/Interview
<p>Excellent content writer, with demonstrable experience of effective writing and editing for digital communication channels including websites and social media</p>	Essential	Application/Interview/Exercise
<p>Ability to generate innovative and creative digital marketing and communications solutions to support business objectives</p>	Essential	Application/Interview
<p>Ability to prepare and present clear concise written reports on complex issues.</p>	Essential	Application/Interview
<p>Ability to work under pressure, to priorities' tasks and deliver to strict deadlines</p>	Essential	Application/Interview
<p>Ability to build and maintain strong relationships with colleagues, clients and external suppliers</p>	Essential	Application/Interview
<p>Ability to advise and guide future developments whilst using tact and diplomacy when necessary</p>	Essential	Application/Interview
Experience	E = Essential D = Desirable	Identified By
<p>Extensive experience of managing digital communications programmes and projects involving complex technical requirements and multiple users</p>	Essential	Application/Interview
<p>Extensive experience of using content management systems including supporting others to use them</p>	Essential	Application/Interview



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Qualifications	E = Essential D = Desirable	Identified By
Degree or equivalent, preferably Digital Marketing/Communications related.	Essential	Application
Other Circumstances	E = Essential D = Desirable	Identified By
Willingness to work occasionally outside normal office hours.	Essential	Interview
Full clean driving license.	Desirable	Application