

## About the role:

This role will focus on driving Gloucestershire County Council's digital communications forwards, making them more engaging and effective in delivering real outcomes. You will help to develop and deliver creative and engaging digital content that is well planned and perfectly executed. You'll be able to create and edit high quality photography and video content, supported by eye catching writing. You'll be comfortable jumping on new opportunities that arise as well as being able to plan ahead. You'll also need to be comfortable being our voice on social media, talking to our customers through digital channels such as email communications, and enhancing their online experience on our website.

## This is what we need you to do...

- Plan, generate and deliver well timed digital content, that is right for the chosen audience(s).
- Provide professional, strategic advice to support planning and delivery of key projects.
- Generate high quality photography and video content that is engaging and clearly and concisely delivers our key messages.
- Develop and deliver high-level campaign strategies and plans that help deliver on the council's strategic objectives.
- Make the most of national campaigns and local events/activities to generate content.
- Provide strategic advice and guidance to directors and senior councillors on communications matters. Manage a range of projects at the same time, working to deadlines and delivering on agreed objectives.
- Act as a mentor and supervise other members of the team, ensuring that when project support is provided junior officers are developed in all communications disciplines.
- Use data and behavioural insights to target and influence behaviours.
- Talk to customers via social media providing friendly, professional, helpful responses.
- Provide day to day supervision for junior members of staff, where required.
- Make regular recommendations about improving communications approaches and lead on turning ideas into action.
- Always work to protect and enhance our reputation.
- Be able to evaluate the success of plans, strategies and campaigns and put into practise any learning identified.
- Investigate methods of generating income for the team. Provide support during emergencies or crisis situations, including working out of hours, where necessary.
- Be part of a communications service on call rota.

## **Special Conditions**

Under the provisions of the Local Government Housing Act 1999, this post is deemed to be politically restricted. Some out of hours working may be required.

## **Monitoring and ongoing development of outcomes**

As part of the annual appraisal, outcome based targets will be developed in conjunction with the post holder and will supplement this job profile. The job profile will be subject to regular review and the council reserves its right to amend or add to the accountabilities listed above.

### **The ideal candidate will have...**

#### **Experience**

Proven track record in leading on customer communications specifically digital, media, marketing and internal communications.

Proven track record in successful campaign/project management.

Proven track record of effective digital content generation including videography.

Experience of finding positive solutions to complex customer communications challenges.

Experience of working in a political environment including briefing elected members.

Experience of mentoring/supervising junior staff.

Proven experience of the preparation and presentation of controversial information to the public in an engaging and creative way.

### **Behavioural attributes**

Copes well under pressure.

Ability to build effective strategic relationships at the highest level

Politically astute.

Customer focussed.

Emotionally resilient.

Flexible, creative, self- starter, focused.

Confident and not afraid to challenge.

Organised and able to meet tight deadlines.

Able to respond to a changing pattern of demand at work which can be unpredictable and unplanned requiring constant shifts of priority.

**Knowledge, skills and understanding**

The ability to work to challenging deadlines.

Ability to lead corporate projects.

Ability to develop productive working relationships with people at all levels.

Ability to persuade and influence at all levels.

Negotiation skills.

**Education & qualifications****Essential**

Educated to at least degree level or equivalent.

**Desirable**

Post-graduate qualification in a communications-related discipline.