Social Media Content Assistant

Grade 05

Our Vision

A county where big ambitions, great connections and greener living give everyone the opportunity to prosper, be healthy and happy.

Our Outcomes

Everyone in Staffordshire will:

* Have access to more good jobs and share the benefit of economic growth
* Be healthier and more independent for longer
* Feel safer, happier, and more supported in their community

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

* Ambitious – we are ambitious for our communities and citizens
* Courageous – we recognise our challenges and are prepared to make   
  courageous decisions
* Empowering – we empower and support our people by giving them   
  the opportunity to do their jobs well.

About the Service

Staffordshire County Council’s award-winning Communications Team is responsible for developing and implementing council-wide internal and external communications based on the annual communications plan. Our work promotes the vast, diverse work of the county council that has a daily impact on the lives of Staffordshire’s 850,000 residents.

We deliver corporate marketing and campaigns activity, media relations and reputation management, digital communications including social media, internal communications, corporate publications, place marketing, stakeholder engagement, and lobbying activity.

The Communications team’s aim is to enhance and protect the council’s reputation locally, regionally, and nationally. To help us do this, we give advice, support, and training to senior managers, colleagues, and members across all directorates and subject matters, including media issues and digital communications. We also do this through our many and varied campaigns that we deliver to help change behaviours, raise awareness, and increase understanding about what the county council does for people, and how we support people, businesses, and communities.

We also give advice and support about consultation with residents, service users and other stakeholders so that the county council can engage people effectively. The people of Staffordshire are at the heart of everything we do.

Reporting Relationships

Responsible to: Social Media Manager

Key Accountabilities:

1. Create social media content that supports the social media strategy and the council’s objectives and priorities.
2. Capture and create engaging and visually appealing content for a full range of social media platforms, including filming face to camera videos as required.
3. Support the wider communications team to bring their content ideas to life, this will include filming, taking photos, editing, repurposing and reformatting content captured by other members of the team.
4. Collaborate with internal stakeholders and marketing colleagues to create content that is accurate and relevant to our audiences.
5. Monitor social media accounts and respond to comments and messages in a timely manner and escalate issues if required.
6. Track content performance and make recommendations for future improvements.
7. Pitch ideas for the content calendar and assist the Social Media Content Creator to ensure that all content is published on time.
8. Monitor industry trends and best practices to stay up to date with the latest social media trends, content styles, and techniques.
9. Undertake various other tasks and duties appropriate to the grading and responsibility of the post as required.
10. The nature of the work may involve the post-holder carrying out work outside normal working hours.

**Professional Accountabilities:**

The post holder is required to contribute to the achievement of the Council objectives through:

**Financial Management**

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

**People Management**

Engaging with People Management policies and processes.

**Equalities**

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

**Climate Change**

Delivering energy conservation practices in line with the Council’s climate change strategy.

**Health and Safety**

Ensuring a work environment that protects people’s health and safety and that promotes welfare, and which is in accordance with the Council’s Health & Safety policy.

**Safeguarding**

Commitment to safeguarding and promoting the welfare of vulnerable groups.

The content of this Job Description and Person Specification will be reviewed on a regular basis.

**Person Specification**  A = Assessed at Application

I = Assessed at Interview

T = Assessed through Test

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| **Minimum Criteria for Disability Confident**  **Scheme \*** | **Criteria** | Measured by |
| **employer_small** | **Qualifications/Professional membership**   * Level 3 qualification in creative media, digital media or similar field, or demonstrable relevant social media experience. | A |
|  | **Knowledge and Experience** |  |
| **employer_small** | * A good understanding and experience of the use of a wide range of social media platforms. | AI |
|  | * Ability to think creatively, identify opportunities, and react quickly to emerging situations and trends. | AIT |
| **employer_small** | * Demonstratable experience using Adobe Creative software such as Premiere, Photoshop, Illustrator, and InDesign to create and edit videos, photos, and graphics. * Proficient in creating video content. | AI  AIT |
|  | * A good understanding of social media analytics. * Experience using native and third-party apps e.g., Tik Tok, Instagram, InShot, CapCut and others to create and edit social media content on mobile. | A  AIT |
|  | * Exceptional organisational skills, with the ability to work well under pressure and meet tight deadlines | AI |
|  | * An understanding of current affairs and local government issues. | AI |
|  | **Skills** |  |
|  | * Effective interpersonal skills. | I |
| **employer_small** | * Effective written and verbal communication skills, including the ability to use a range of different styles to suit the needs of different audiences. * The ability to use a variety of multimedia equipment, such as cameras, microphones, and editing software. | AIT  AI  AI |
|  | * An eye for detail and the ability to work accurately and quickly. | T |
|  | * Skilled in analysing and interpreting data and information. | AT |
|  | * Ability to manage and prioritise own workload and manage conflicting demands and pressures. | I |
|  | * Effective team working, collaboration, and networking skills.   This post is designated as an casual car user | I |

**employer_small** If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, Braille, another language, on cassette or disc, please ask us by contacting **Liberata Employee Services Team on 01905 947446**

**Shared Services on 01905 947446**