Social Media Content Creator

Grade 09

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, deliver, and evaluate innovative and engaging content across a full range of social media and digital channels, including organic and paid media, to inform, influence and inspire a diverse range of audiences.

2. Monitor, evaluate, and report on performance across all platforms, to measure reach and engagement levels, and identify opportunities for improvement.

3. Provide creative and technical support to members of the Communications Team, on social media and digital communications

4. Develop and implement social media content strategies that support the council’s objectives and priorities.

5. Protect the brand's reputation online. This includes being aware of current issues, and responding in a way that is consistent with Staffordshire County Council’s values.

6. Support the Communications Team to plan and produce social media content to drive engagement and increase follower growth.

7. Quality assure social media content and other design assets to agreed standards, ensuring that they are relevant, accurate and on brand.

8. Collaborate with internal stakeholders and marketing colleagues to create content that is accurate and relevant to our audiences.

9. Record video for social media, including face to camera videos when required, and edit video content using Adobe Creative software and apps such as Cap Cut, Tik Tok, Instagram, In Shot and similar.

10. Take photographs and create graphics for social media, using Adobe Creative software to produce and edit artwork.

11. Populate and oversee the social media content calendar, ensuring that all content is published on time and in line with the council’s priorities.

12. Continuously monitor industry trends and best practices to stay up to date with the latest social media trends, strategies, content, and techniques.

13. Undertake various other tasks and duties appropriate to the grading and responsibility of the post as required.

14. The nature of the work may involve the post-holder carrying out work outside normal working hours.

15. The post-holder may be required to attend, from time to time, training courses, conferences, seminars, or other meetings as required by his/her own training needs and the needs of the service.

**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

|  |  |  |
| --- | --- | --- |
| **Minimum Criteria for Disability Confident****Scheme \*** | **Criteria** | **Measured by** |
| **employer_small** | **Qualifications/Professional membership*** Educated to degree level or equivalent, or demonstrable relevant social media experience.
 | A |
|  | **Knowledge and Experience** |  |
| **employer_small** | * A comprehensive understanding and experience of the use of a wide range of social media platforms.
 | AI |
| **employer_small** | * Experience in the management of social media channels and building audiences on different platforms.
 | AI |
| **employer_small** | * Understanding and experience of social media management tools such as Sprout, Hootsuite, Buffer, Orlo etc.
 | AI |
|  | * A good understanding of current social and digital analytics tools, including social listening.
 | AI |
|  | * Knowledge and understanding of algorithms.
 | AI |
|  | * Demonstrable experience of online community engagement and customer service skills.
 | AI |
|  | * An ability to think creatively, identify opportunities, and react quickly to emerging situations and trends.
 | AIT |
| **employer_small** | * Demonstrable understanding of public sector communications landscape, particularly relating to digital communications.
 | A |
| **employer_small** | * Extensive experience of creating and using multimedia communications, including video, to reach a variety of audiences.
* Extensive experience using Adobe Creative software such as Premiere, Photoshop, Illustrator, and InDesign to create content for social media.
* Extensive experience using native and third-party apps e.g. Tik Tok, Instagram, InShot, CapCut and others to create and edit content on mobile.
 | A |
|  | * Experience of copywriting and editing for various platforms, both short and long form.
 | AI |
|  | * Demonstrable experience of working under pressure, to tight deadlines, and prioritizing conflicting demands.
 | 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.
 | AITAI |
|  | * 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 |
| **employer_small** | * Ability to present and deliver complex and potentially contentious messages in a clear and concise manner to diverse audiences.
 | AT |
|  | * Effective team working, collaboration, and networking skills.

This post is designated as an Casual car user  | I |

**** 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**