

Job Description

Job Title:	Digital Communications Executive
Directorate/Team:	Chief Executive – Communications
Location:	16 Summer Lane
Responsible to:	Digital Communications Officer
Responsible for:	0
Key working relationships: (internal)	Wider communications team, members of directorates requesting digital communications support, Mayors Office
Key working relationships: (external)	Social media tool suppliers, external photographers/videographers

Purpose of the Post

Our Digital Communications Executive will support with the delivery of our digital communications strategies, by leading the creation and distribution of high quality multimedia content.

They will raise awareness of the work of the West Midlands Combined Authority (WMCA) through the delivery of cost-effective, bespoke digital content which support the business priorities of the WMCA, Transport for West Midlands and Mayor of the West Midlands; whilst establishing WMCA as a recognised and trusted brand for the citizens of the West Midlands.

Accountabilities

- Produce and distribute a wide range of engaging digital content including video, photography, articles, social media posts, infographics etc.
- Produce multimedia content plans and schedules
- Support with the development and implementation of digital communication strategies for the Mayor of the West Midlands, Transport for West Midlands and WMCA.
- Manage the day-to-day website and social media presence including monitoring, engaging and social listening.
- Work closely with our internal Media and PR teams to ensure that stories are communicated through relevant digital channels in an innovative and timely manner.
- Attend corporate and marketing events, managing digital content in real-time.
- Regularly review the performance of our digital content and channels by interpreting and reporting on statistics, testing new approaches and tactics, and supporting market research, and optimising content to maximise performance.
- Monitor trends in social media tools, applications, channels, design and strategy. Implement ongoing education to remain highly effective.
- Collaborate with the CRM Manager to support the development and maintenance of the email customer database and implement a programme of regular communications through innovative promotional and incentive schemes to support retention strategies.

Responsibilities

Strategic
- Deliver content in line with our digital communications strategies for web and social media - Ensure content is re-purposed and adapted effectively to the style and audience of each digital channel
People
Provide digital advice and creative ideas to the organisation
Operational
- To ensure compliance with GDPR in the management of customer data and accessibility legislation for public sector websites.
Financial
Support with the administration of financial processes – raising purchase orders, setting up suppliers
Other
Represent WMCA at external events and conferences where appropriate

Person Specification					
Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
Experience	E	D	A*	I*	T*
Planning, producing and editing multimedia content and repurposing for different audiences and channels	X		X	X	
Proven track record of planning and executing social media campaigns and content plans.	X		X	X	
Experience in dealing with the public and with statutory organisations		X	X	X	
Experience of updating websites, blogs and social media channels	X		X	X	
Skills / Knowledge	E	D	A*	I*	T*
Good IT skills with proficiency in Adobe Creative Suite, MS Office, and CMS applications.		x	x	x	
Evidence of a diplomatic and confident approach to handling internal stakeholders through negotiation, conflict resolution and presentation capabilities.	x		x	x	
Ability to react flexibly to changing work demands			X	X	
Excellent organisational skills	X		X	X	
Good communications skills	X		X	X	
Attention to detail and proof reading skills	X		X		X
Good creative thinking and visual flair		X	X	X	
Able to analyse and evaluate information	X		X	X	
Able to apply technical expertise	X		X	X	
Qualification / Education / Training	E	D	A*	I*	T*
Educated to degree level or equivalent in Digital Marketing, photography or video production		X	X		
A social media qualification would be advantageous		X	X		

*Key: A = Application, I = Interview, T = Testing/Assessment

Core Expectations

Health, Safety & Wellbeing	All employees have a duty to take reasonable care for the health, safety, and wellbeing of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing.
Equality & Diversity	Promote and champion equality and diversity in all aspects of the role.
Learning & Development	Participate in and take responsibility of any learning and development required to carry out this role effectively.
Performance Management	Actively engage in the performance management process and take responsibility for managing performance outcomes.
GDPR	Ensure the reasonable and proportionate protection, processing, sharing, and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.
Adherence to Policies	Be aware of and comply with all organisation policies.
Other	There may be a requirement to work outside normal office hours on occasion, including a requirement to work within stakeholder and partner offices within the WMCA constituent area on a regular basis.

Values

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

Value	Competency	Behaviour
Collaborative	Team Focussed	Works as part of team, managing and leading.
	Service Driven	Customer, resident, and partner focussed.
Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

Additional Post Requirements

Essential Car User		Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes ☐	No ☒	Yes ☐	No ☒	Basic ☐	Standard ☐	Enhanced ☐	None ☒	Yes ☐	No ☒

Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family
June 2024	JEP398	SP25-29	