

Job Description

Job Title:	Digital Communications Officer
Directorate/Team:	Chief Executive - Communications
Location:	16 Summer Lane, Birmingham
Responsible to:	Senior Digital Communications Officer
Responsible for:	Digital Communications Executive
Key working relationships: (internal)	Communications colleagues, Directorate, Mayor and Chief Executive's office
Key working relationships: (external)	Creative agencies, Local Authorities and Combined Authority communications teams

Purpose of the Post

Working with external and internal stakeholders to initiate, develop and implement digital communications strategies.

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 and Mayor of the West Midlands; whilst establishing WMCA as a recognised and trusted brand for the residents of the West Midlands.

Accountabilities (Deliverables)

Develop and implement digital communication strategies for the WMCA that are flexible and responsive to growing WMCA priority requirements.

Develop a range of best practice digital communication processes and procedures, and act as the digital gatekeeper for the WMCA brands, ensuring that staff have the relevant tools and templates.

Develop partnerships with local authorities and other key stakeholders to manage the joint delivery of effective and timely stakeholder communications.

Responsibilities (Duties)

Manage the day-to-day website and social media presence including monitoring, engaging and social listening.

Manage a wide range of digital content including video, articles, photography, social media posts, infographics etc. in conjunction with internal resource and agencies.

Strategic

Provide digital advice, creative ideas, media planning and project management as required for the marketing team and other identified areas within WMCA.

Monitor trends in social media tools, applications, channels, design and strategy. Implement ongoing education to remain highly effective.

Conduct online advocacy and open a stream for cross-promotions including the development and expansion of community and/or influencer outreach efforts.

People

Work across the communications team to ensure digital solutions are a key priority for the WMCA.

Work closely with the 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.

Operational

To represent the Strategic Communications Manager (Digital) at meetings/events and deputise for them on specific matters as required.

Represent WMCA at external events and conferences where appropriate.

To ensure compliance with GDPR in the management of customer data.

Financial

Manage and monitor delegated campaign budgets as required.

Other

The duties and responsibilities in this job description are not exhaustive and the jobholder may be required to undertake other duties within the general scope of either the level or nature of the post.

Person Specification (How Evidenced Key: A = Application, I = Interview, T = Testing/Assessment)

Requirements Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
Experience	E	D	A	I	T
Proven track record of planning and executing social media campaigns.	X		X	X	
Experience of using computer-based information systems	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
Have a strong interest in the future of digital products			X	X	
Ability to react flexibly to changing work demands			X	X	
Excellent organisational skills	X		X	X	
Good communications skills	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	
Cross Functional Awareness	X		X	X	
Qualification / Education / Training	E	D	A	I	T
Educated to degree level or equivalent in Digital Marketing		X	X		
A social media qualification would be advantageous		X	X		

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 as necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing.
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Equality Diversity & Inclusion	Promote and champion equality, diversity, and inclusion 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)		
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Standard <input checked="" type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input type="checkbox"/>

Job Evaluation Details

Date Evaluated	Job Family	Level/Grade	JEP Reference