

Role Title	Social Media Officer
Job Family	Communications and Campaigns
Competency Level	Officer
Pay Scale	PO2
Purpose	
To support the creation and day-to-day delivery of engaging digital content across the Council's social media and digital platforms. To help maintain the Council's online presence, assist with resident engagement, and support the delivery of corporate communications and campaigns. To contribute to building trust and transparency by ensuring content reflects Council values, complies with accessibility standards, and meets the needs of local audiences.	
Generic Accountabilities	End Results/Outcomes
Assist with the delivery of social media content and digital communications to support Council priorities.	Content is produced and published to an agreed schedule and aligned with brand guidelines and service priorities. Service delivers excellent customer service.
Provide practical support and advice to colleagues on the use of digital and social media tools.	Practical advice and guidance support effective communication. Issues are escalated when necessary, and responses are well-coordinated. Feedback and complaints procedures are followed. Complaints are effectively resolved.
Support process improvements and content quality through regular feedback and learning.	Improvements are developed and delivered effectively. Stakeholder requirements are met. Recommendations are implemented and shared with senior colleagues.
Contribute to a positive, collaborative team culture by supporting colleagues and sharing expertise.	The team is highly competent, effective, motivated and outcomes focussed. Knowledge sharing and mentoring support team growth and capability
Use social media platforms and digital tools effectively to support content creation and monitoring.	Resources including equipment, people, and systems are utilised optimally and efficiently with guidance from manager. Campaigns and communications are delivered efficiently and effectively. Content is delivered efficiently and effectively.

Prepare and present a full range of reports (both standard and non-standard) covering area of responsibility.	Reports are prepared, distributed / presented to the appropriate committee/ to the required standards and timescales. Evidence based recommendations are made.
Ensure the successful implementation of health and safety legislation, policies and practices.	Risks to staff and others are assessed and managed. Suitable health and safety instruction and training are provided. There is a safe working environment.
Act in accordance with all policies and procedures which apply to the job and understand the reasons for this.	All policies and procedures are complied with.
Job-specific Accountabilities	End Results/Outcomes
Support the delivery of the Council's social media content across all key platforms.	Service is delivered and strategy developed based on Councils key corporate and emerging priorities Engage with manager to make key and complex decisions using knowledge, initiative and tact Maintain a strong digital and social media presence to maintain and enhance corporate brand and reputation Social media platforms are up to date, engaging and aligned with the Council brand and tone guidelines.
Draft, schedule and publish social media content in coordination with communications campaigns and service updates	All communication channels are utilised and meets the needs of the service Posts are timely, accurate, accessible, and engaging. Content aligns with Council narrative and service messaging. Digital campaigns reflect best practice and meet agreed objectives.
To support the council's crisis management efforts and campaigns through effective communication and use of different channels	High quality, professional communication is maintained with key stakeholders throughout crisis period
Monitor the Council's social media channels and respond to queries or comments in line with agreed tone and response	Risks are flagged early and responses are timely and consistent with policy. Resident feedback is acknowledged and used to improve

protocols.	communication. Public comments are responded to appropriately.
Use analytics tools to evaluate performance of content, channels and campaigns.	Reports are clear, insightful, and support decision-making. Ensure recommendations and service improvements are regularly implemented
Stay up to date with digital communications trends and tools, recommending opportunities for innovation.	Creative knowledge and skills are utilised across the team. New tools or approaches are tested and applied to improve effectiveness and engagement. Service delivery remains relevant and up to date.
Work with communications colleagues to ensure alignment between digital, campaign and media activity	The Council is aware, plans and organises in preparation for changes, developments within the service area Content is consistent across channels, with clear coordination between colleagues. Effective use of technology and channels. Internal collaboration leads to improved outcomes and consistency.
Nature of Contacts	
Frequent contact with communications colleagues and service leads to gather content and ensure accurate messaging. Interacts with residents and community groups via social media platforms, often representing the Council in public-facing conversations. Expected to show tact and professionalism in dealing with sensitive or reputational issues. High levels of tact, sensitivity and diplomacy is required.	
Procedural Context	
• Work within a policy framework and regulatory guidelines, applying knowledge of systems, procedures and best practice. Work to broad managerial direction, within a policy framework and regulatory guidelines, to ensure performance standards are met within a framework of policy and legislation. • Works under the day-to-day supervision of the Social Media Lead or Senior Media Manager. • Operates within established social media schedules, content plans, and branding guidelines. • Escalates complex issues or reputational risks to senior staff. • Supports team priorities and contributes to wider campaign planning. • Exercises judgement in applying brand and tone, escalating sensitive issues when required.	

- May be required to work out-of-hours on occasion to support urgent or time-sensitive content
- Occasionally the post will be expected to work from other locations.

Key Facts and Figures

- Supports delivery of daily digital content across multiple channels.
- Assist with internal content requests, photo/video assets, or basic design tools (e.g. Canva).
- No direct reports or budgetary responsibility.

Resourcing

Budget Responsibilities: N/A

Supervisory Responsibilities: N/A

Knowledge, Skills and Experience

- Experience of proactive and reactive media management
- Ability to draft short, engaging, and accessible content for digital audiences.
- Awareness of brand and tone in communications.
- Familiarity with scheduling tools (e.g. Hootsuite) and basic analytics.
- Experience of paid social media campaigns
- Experience in supporting, planning and delivery of integrated communications strategies and activities
- Experience of providing direct advice and briefing to senior managers and/or elected members on reputation issues
- Experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Knowledge of website analytics tools
- Experience in setting up and optimizing Google Adwords campaigns
- Experience of working across a wide range of communications projects including media, campaigns, marketing and events
- Experience of working in a highly pressured environment and delivering results to tight deadlines
- An understanding of local government, the services provided by local councils, and the responsibilities a council has to its residents
- Excellent writing skills with a clear, concise and lively prose style, and the ability to write for a range of different audiences
- Excellent oral communications skills and the ability to maintain effective relationships at every level of an organisation
- Ability to translate complex information into a clear and approachable format for a wide range of audiences
- Good attention to detail, strong organisational skills and the ability to operate to tight deadlines in highly pressured environments
- Willingness to learn and adapt in a fast-paced communications environment.
- Knowledge of digital accessibility standards and content design principles.

Indicative qualifications

Educated to degree level or equivalent standard or vocational qualification

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities that may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed.