

Role Title	Social Media and Channel Manager
Job Family	Communications and Campaigns
Competency Level	Principal Manager
Pay Scale	PO6
Purpose	
Reporting to the Senior Media Manager, the primary purpose of the role is to lead, drive and deliver a strategic, evidence-based and highly engaging approach to social media and other digital channels including e-newsletters and WhatsApp Channels, for the entire council. You will set up content planning and governance frameworks, ensure that content is timely, relevant, and aligned with council values and objectives. And you will see that our channels are developed and grown according to a highly informed understanding of the audience demographics and behaviours relative to them, with regular community and content audits informing a holistic multi-channel approach. While not directly responsible for web content you will work with colleagues in the Digital team to develop effective journeys linking engagement based content and static web-based content to a range of resident outcomes. You will ensure an effective and appropriate mix of organic and paid-for content, and, where relevant, be able to use paid search to drive interest in campaigns and service-based delivery. You will drive the establishment of an ecosystem covering the Council's use of social from the individual accounts of our leadership to, where appropriate, accounts targeting specific demographic groups or coalescing around specific thematic areas. And you will develop guidance for growing, and growing the effectiveness of, our key social media platforms. You will also develop and maintain a communities of practice-based approach covering teams sitting outside of the Communications and Campaigns service. To ensure quality and value for money at all times. To ensure the service complies with relevant legislation, regulations and policies. To strategically manage, develop, organise and control a professional service area ensuring the delivery of the service meets all Council, professional and legislative requirements.	
Generic Accountabilities	End Results/Outcomes
Plan and ensure service delivery within a diverse environment. Control activities within the service area and ensure professional standards are delivered.	The service is delivered to the quality, Council, professional and legislative standards required. Integrated service development and delivery is informed by client, partner and stakeholder views, latest thinking, good practice and legislative requirements. Corporate strategies are effectively implemented within

	area of responsibility. Service delivers excellent customer service.
Advise Senior Managers, Members and others on issues relevant to the service area. Provide professional challenge and advice to colleagues, managers and partner organisations.	Expert professional advice, interpretation, information, support and challenge are provided to Waltham Forest and external parties on the full range of operational, legislative and strategic issues within the field of expertise. Responses to major corporate or partner initiatives / complex operational issues are managed effectively. Major issues are managed through to a satisfactory conclusion with final decisions being made by Head of Service/Senior Management. Feedback and complaints procedures are developed and managed. Complaints are effectively resolved.
Ensure the development and delivery of continuous improvements in all aspects of the service.	Improvements are developed and delivered effectively. Stakeholder requirements are met.
Lead, motivate and develop staff to create and maintain a highly competent and participative workforce.	Instrumental in ensuring a workforce development strategy is designed and delivered, including induction of new staff. The team is highly competent, effective, motivated and outcomes focussed. Recruitment, induction, development, performance reviews, employee relations and all HR processes and planning is completed to the required standards and timescales. Effective team meetings take place to required timescales. Regular supervision is undertaken, and clear objectives set and monitored through the Council's Appraisal process.
Identify, secure, deploy and manage the resources necessary for the professional service area to meet/exceed its objectives.	Resources including equipment, people, and systems are utilised optimally and efficiently. Budgets are planned, developed and delivered. Value for money is maximised. Financial expenditure and financial integrity are controlled to assure regulatory and Council policy compliance.

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
To maintain and enhance the council's reputation and deliver resident engagement and resident experience outcomes through a social media approach built of an intimate understanding of audiences and the best means of reaching them. To develop high quality and award-winning digital engagement plans and strategies that enable the Council to deliver its priorities.	Service is delivered and strategy developed based on key corporate and emerging priorities Make key and complex decisions using knowledge, initiative and tact Maintain a strong digital and social media presence, ensuring content and output align with corporate priorities and help to maintain and enhance corporate brand and reputation Support senior managers in the development of strategic narrative, key strategies and campaigns
Manage the Social Media Officer and commission and influence content production provided from across the Communications and Campaigns service and beyond.	The Social Media Officer is engaged and has clarity on their day-to-day and long term priorities. They are able to perform to the best of their ability and make a meaningful contribution to the team. Colleagues across the council understand and align with our approach to social media. Social media content is inspiring and effective at all times.
To ensure that an engaging and inspiring, and where appropriate innovative, approach to content is maintained, providing QA to ensure appropriate tone and compliance with brand guidelines and council tone of	The council speaks with a recognisable 'voice' and intent, and we provide content that is trusted by and influences our residents, and drives calls to action where required.

voice.	
To set up effective communities of practice, governance frameworks and policies, as well as toolkits and guides to ensure a 'one council' approach to social media, newsletters and other channel-based communications delivery. This to include the setting up of new channels, ensuring that they align with our overall approach, resident behaviour, incorporate an effective and sustainable approach to content and do not duplicate existing means of delivery.	All delivery is mutually compatible and effective. We maintain an outcome-focused approach across all our output. Optimum resident experience is supported and drives the way in which we engage. Resources are focused in the appropriate way and non-necessary delivery is limited.
To ensure an effective and balanced mix between organic and paid for, where budget allows and according to the requirements supported by our engagement.	Organic is boosted by social media advertising and, on occasion, by paid search in a way that drives effective engagement and channel growth. We maintain a broad-based approach that is flexible and not over-reliant on a singular method.
Social media strategy and content planning is developed on the basis of regular channel, content and community audits, as well as a range of other indicators including analytics and campaign-specific metrics.	We have a clear line of sight to the purpose for our activity, and understand how each channel contributes to an overall picture, or how a particular channel and drive an outcome with a defined demographic target audience. Our 'business as usual' approach incorporates clear segmentation of audience and purpose according to channel attributes. Content planning and scheduling supports this clarity of approach at all times.
To audit and understand the full breadth of our e-newsletter delivery across the council, set up appropriate means to drive consistency and mutual compatibility across services, and ensure that we develop a shared best-practice focused approach.	We avoid and limit duplicative and non-integrated resident engagement in favour of an approach that favours effectiveness over volume. Segmented approaches drive focused, meaningful and tangible outcomes at all times.
To work closely with our Digital colleagues to understand the scope for improved resident journeys linking social media	Residents are effectively and appropriately services with support and outcomes relevant to them.

with web content and web-based journeys.	Our overall digital customer experience is augmented and further developed.
To ensure the council's campaign programme makes use of the best available channels across the wide spectrum of digital communications disciplines	All communication channels are utilised and meets the needs of the service Advise senior stakeholders on the best use of available channels
To support and manage 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
To have excellent experience of social media communications plus at least one of the following core professional disciplines; • Brand • Marketing • Media relations • Campaigns • Behaviour change and 'nudge'	Specialist knowledge is applied and benefits the service and wider organisation Social media is aligned with strategy and outcome-focused Social media supports a diverse range of outcoms
	Develop and maintain robust systems allow effective monitoring, review and evaluation Ensure recommendations and service improvements are regularly implemented Evaluation findings and learnings are shared with senior stakeholders to help shape future digital campaigns and strategies
To keep abreast of the latest news and developments in the public sector and ensure that the forward planning grid is up to date. To keep abreast of latest digital and technological developments.	The Council is aware, plans and organises in preparation for changes, developments within the service area Effective use of technology and channels.
Nature of Contacts	

Frequent contact with Heads of Service, and senior representatives from external organisations in both the public and private sector, providing expert advice, guidance and support on complex issues.

Manage relationships with key stakeholders and delivery partners including negotiation of complex political issues / contractual agreements / amendments.

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.

Control the deployment and allocation of service resources within overall corporate and legislative framework. Accountable for the performance of the service area against agreed objectives. Develop service plan for area of responsibility and contribute to term wider service planning. Professionally accountable for interventions within area of responsibility.

Manage complex issues within a framework of policy and procedures. Creative and innovative problem solving of complex issues, often in situations where there is ambiguity and a significant degree of judgement is required in relation to risks outside the remit of existing policy. Think and act strategically in decision making in a complex professional and political environment.

Development of policies and procedures and strategy for own area. Lead in partnership development, working with a range of agencies and extended services to meet strategic, legislative and Government policy requirements.

Occasionally the post will be expected to work from other locations.

Post holder will oversee operational decisions.

To coordinate, upskill and drive the digital media activity of the entire Comms & Campaigns service - ensuring that the service continues to develop and improve and has high professional standards

Post holder will report into Senior Media Manager.

Key Facts and Figures

Monitoring major financial transactions /information.

Management of Social Media Officer

Resourcing

Budget Responsibilities: N/A

Supervisory Responsibilities: Two direct reports

Knowledge, Skills and Experience

- Extensive experience knowledge of the use of a wide variety of social media channels and the development of strategies to ensure they are successful
- Extensive experience of managing social media communities and growing them
- Extensive experience and knowledge of how to drive a multichannel ecosystem using a range of drivers and tools including data analytics and social media scheduling tools
- Experience of creating video and infographics for digital platforms and their successful distribution
- Experience of devising and delivering paid-for activities including social media advertising campaigns and paid search (ppc)
- Experience in planning and delivery of integrated communications strategies and activities
- Experience and knowledge of developing communications governance and quality assurance mechanisms, delivering social media effectiveness audits and setting up shared communities of practice
- Experience of providing direct advice and briefing to senior managers and/or elected members on a range of communications matters including reputation issues
- Experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimising landing pages and user funnels desirable
- Solid knowledge of website analytics tools
- Experience in setting up and optimizing Google Adwords campaigns
- Experience of working across a wide range of communications projects such as campaigns, marketing, stakeholder engagement and events
- Experience of working in a highly pressured environment and delivering results to tight deadlines
- Proven ability to find solutions to communications and engagement challenges and problems and take necessary action
- 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

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.