**A logo on a white background

Description automatically generatedJob Description**

**Social Media and Engagement Officer**

**Job Title:** Social Media and Engagement Officer

**Reports to:** Media and Communications Manager

**Responsible for - Directly:** Nil

**Working environment:** Hybrid role.

**Working hours:** Full time37 hours per week according to business need

**Fixed term**

**Purpose of role:**

As the Social Media and Engagement Officer, you will play a pivotal role in enhancing and expanding the digital presence and community engagement of the Council across various social media platforms. You will liaise closely with internal officers as well as colleagues in the media to ensure key messages are communicated effectively. This role is crucial for strengthening our communication strategies and fostering positive relationships with residents, stakeholders, and the wider community.

**Key result areas:**

* Assist in the delivery of the council’s Corporate Communications Strategy, offering effective in-house PR and reputation management services for the business, including media relations and effective social media management.
* To help promote and improve awareness and understanding among target stakeholders of the council, its services, projects, policies, events and objectives through effective communications and online content,
* thereby supporting the council’s operational and strategic aims.
* Support effective engagement between the council, its residents and other stakeholders, encouraging public involvement in shaping council key work and decisions, including through supporting public consultations.
* To help maintain effective working relations with the media and the council’s partner organisations, assisting with managing and promoting the reputation of the council and the borough, minimising risk to reputation via effective media management of issues.

**Main Responsibilities**

1. **Social Media Strategy and Execution:**
   * Develop and implement a comprehensive social media strategy aligned with the Councils communication objectives.
   * Manage day-to-day activities on all social media platforms (e.g., Facebook, Instagram, LinkedIn, Twitter) to increase visibility and engagement.
   * Create engaging content, including text, image, and video posts, and monitor audience engagement metrics.
2. **Community Engagement:**
   * Build and nurture relationships with the local community through social media interactions and offline initiatives.
   * Respond to comments, messages, and inquiries promptly and professionally.
   * Identify opportunities for community involvement and collaboration to promote council initiatives and services.
3. **Content Development and Management:**
   * Generate, edit, publish, and share regular content that highlights the Council's activities, achievements, and events, including press releases and dynamic content.
   * Collaborate with internal teams to gather content and ensure accuracy and relevance.
   * Maintain a content calendar and adapt content strategies based on analytics and social media trends.
4. **Campaign Management:**
   * Plan and execute social media campaigns to support key council projects, events, consultations, and public announcements.
   * Monitor campaign performance, analyse results, and provide recommendations for future improvements.
5. **Brand Management:**
   * Ensure consistency in messaging, tone of voice, and visual identity across all social media channels.
   * Uphold the Council's brand guidelines and represent the council positively in all online interactions.
6. **Monitoring and Reporting:**
   * Monitor social media channels for trends, insights, and conversations relevant to the council.
   * Prepare regular reports on social media performance using analytics tools and present findings to stakeholders.

**Key Requirements:**

* Proven experience in social media management, preferably within the public sector or a related field.
* Excellent knowledge of social media platforms and their respective best practices.
* Strong written and verbal communication skills, with the ability to tailor content for different audiences and platforms.
* Creative thinker with the ability to generate innovative ideas and campaigns.
* Proficiency in using social media management and analytics tools.
* Ability to work effectively both independently and as part of a team, with strong organisational skills and attention to detail.
* Understanding of local government functions and community engagement principles is desirable.
* Relevant qualifications in communications, marketing, digital media, or a related field.

**Contract Details:**

* Salary: Band 5.
* This is a full-time position.
* Working Hours: 37 hours over 7 days according to business need.
* Benefits: LGPS pension scheme, flexi time and agile/flexible working, Employee Assistance programme, Corporate savings.

**Equal Opportunities:**

Great Yarmouth Borough Council is an equal opportunities employer and welcomes applications from all sections of the community.

**The above may change subject to consultation with the post holder.**

**This job description sets out the duties and responsibilities of the job at the time when it was drawn up. Such duties and responsibilities may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot in themselves justify a reconsideration of the grading of the job.**

**This post is politically restricted under the Local Government and Housing Act 1989 (as amended) and the Local Government Officers (Political Restrictions) Regulations, 1990 (as amended)**

**Person Specification**

1. **Experience/ Knowledge**

**Essential**

* 1. Experience in a communication, press, media relations role or similar.
  2. Experience of managing multiple social media channels.
  3. Knowledge of social media scheduling tools.
  4. Knowledge and understanding of the importance of audience segmentation and use of language and key messages to target audiences.
  5. Experience of stakeholder engagement work.
  6. Good editing and researching skills.
  7. Good organisational skills and strong attention to detail.

**Desirable**

* 1. Broad knowledge of the press/media sector
  2. Knowledge of how local government operates, the challenges and opportunities.
  3. Demonstrable track record of providing successful communication support at an operational level within a complex organisation.

1. **Qualifications & Skills**

**Essential**

* 1. Numerate and literate to levels indicated by grades A to C at GCSE Maths and English Language or equivalents (Essential).
  2. Proficient in MS Office, social media, web tools and search engines.
  3. Excellent verbal and written communication and presentation skills.

**Desirable**

* 1. A-level or higher qualification in a related subject
  2. Qualification in social media management
  3. Video and editing skills.

1. **Personal Qualities and Attributes** 
   1. Openness and honesty
   2. Positive, enthusiastic, confident approach.
   3. Organised, personable and friendly.
   4. Self-motivated and able to work in a team and independently when required.
   5. Act as a strong advocate for the council and an ambassador for the borough.
   6. Ability to work under pressure.
   7. Probity and integrity
   8. Ability to prioritise.
   9. Fairness and consistency
   10. Ability to challenge self and colleagues constructively and sensitively.

The following criteria will be tested at interview stage and does not need to be evidenced in an application form, CV or covering letter.

1. **Agreed Behaviours Framework** 
   1. Putting Great Yarmouth first
   2. Effective and open communication
   3. Respecting others
   4. Working together
   5. Embracing change
   6. Taking personal responsibility
2. **Our Cornerstones of Management and Leadership (**
   1. Trust and Respect
   2. Communicate and Connect
   3. Lead and Inspire
   4. Ownership and Accountability
3. **Additional requirements** 
   1. Some evening and/or weekend working.
   2. Occasional on call rota requirements