

# Job Description: Digital Communications Adviser

**Reports to: Senior Digital Communications Manager**

**Directorate/Team: Communications / Campaigns and Digital Communications**

**Grade: 4**

## Job Purpose:

Provide ongoing development, editorial and support for the content on Local Government Association (LGA) websites and other digital platforms, and plan, design and implement digital communications activities to support the LGA’s business objectives.

## Core Accountabilities:

1. Contribute to the delivery of assigned projects and programmes within resource and budget allocations that deliver the LGA’s business plan and help councils meet their challenges and priority outcomes.
2. Contribute to the development of networks and partnerships that are of value to the LGA and work to maintain a positive reputation for the LGA with local authorities, central government, partners and stakeholders.
3. Arrange meetings and produce papers and follow up actions as required.
4. Work as part of a team, contributing towards a culture of flexible and collaborative teamworking to ensure that the LGA meets its business objectives and responds effectively to new or changing requirements.
5. Model the LGA’s values and work in accordance with health and safety, equal opportunities and environmental policies.
6. Undertake any other duties and responsibilities appropriate to the post.

## Specific Accountabilities:

1. Support the creation, sub-editing and ongoing development of all content deployed across the LGA websites, social media, e-bulletins and other digital communications to support the organisation’s key campaigns and other communications activity.
2. Ensure all content is created according to legal, accessibility, usability and LGA style guidelines.
3. Ensure content generation and distribution processes are to the required quality standard and that appropriate processes are in place to enable the creation, sub-editorial and reuse of content generated across the LGA.
4. Supervise the production of e-bulletins for the LGA’s policy teams. Be responsible for the collection of e-bulletin content from across the LGA, their layout and their timely publication to strict deadline.
5. Provide clear statistics on the e-bulletins’ impact, identifying unique opens and click-through rates. Summarise this information in report form and be able to explain your analysis at policy team meetings.
6. Provide clear and precise monthly statistical summaries on specific web resources.
7. Employ agreed digital marketing strategies to optimise and personalise content and services to extend reach and improve targeting.
8. Act as sub-editor for all content across the full range of digital platforms.
9. Build and maintain key relationships with internal and external partners to ensure all user issues are dealt with in an appropriate manner and all relevant systems and processes sufficiently support the delivery of LGA communications objectives.
10. Work with staff across the organisation to establish and improve their skills in creating quality content for digital platforms.
11. Provide project support for the development of new content and services, in line with good practice standards including information architecture and user interface designs.
12. Undertake any other reasonable duties as may be required commensurate with the level of the post.

## Relevant Contacts:

### **Local Authorities**

* Elected members
* Officers

### **LGA**

* LGA staff and members

### **Other**

* Private Sector suppliers
* Central government contacts
* Other public sector digital communications professionals

# Person Specification: Digital Communications Adviser

## Qualifications

Degree or equivalent, or relevant experience

## Knowledge and experience

* Extensive knowledge of digital platforms and technology to maximise the effectiveness of all digital communications channels.
* Experience of creating digital content as part of delivering fully integrated campaigns.
* Experience of delivering content management in complex organisations and of creating and sub-editing information simply and clearly in an engaging style, ideally using a CMS such as Drupal and/or WordPress.
* The effective use of statistical reporting/analysis tools, including Google Analytics.
* Experience of managing own time and workload with strict deadlines and shifting priorities, and experience of project support and management ideally within a digital environment.
* Excellent knowledge of ICT and the ability to learn new software/systems quickly.
* Experience of e-newsletter production, with knowledge of techniques to maximise click-through rates and engagement, using relevant software.
* Experience in basic video editing, ideally using software such as Adobe Premiere Pro or equivalent.
* Experience in image manipulation and basic design skills, ideally using software such as Adobe Photoshop and/or Canva.
* Good grasp of user interface design and accessibility techniques and ideally some working knowledge of HTML and CSS.
* Practical knowledge of digital marketing and social media techniques to improve the targeting of content and services.
* Experience of documenting, analysing and interpreting business and audience requirements.
* Some knowledge of SEO best practice and ideally experience in SEO implementation.

## Skills and abilities

* Excellent written skills, with the ability to accurately summarise and convey complex information.
* Excellent oral communication skills, with the ability to give clear advice on often complex, technical issues.
* Political sensitivity, with the ability to exercise discretion, judgement and confidentiality when dealing with politicians and officers at every level, and to demonstrate political neutrality at all times.
* Good interpersonal skills, with the ability to deal with members, other clients and colleagues with courtesy, tact and sensitivity.
* Ability to provide training and guidance to colleagues on digital matters.
* A demonstrable commitment to customer care.
* Excellent organisational skills, with the ability to prioritise work to meet deadlines, and a concern for detail, order and accuracy.
* Excellent IT skills with the ability quickly to learn new packages as required.
* Ability to work as part of a team and to proactively support others.
* Flexible approach to work, with a keenness to adapt to meet changing work requirements.
* A positive, “can do” attitude.